Mr. Dave Bell

Smash Hit Lyrics

5403-54 ave

Barrhead, Alberta, Canada

Dear Mr. Bell:

Post Foods, LLC will allow you to use the Post logo on your website (as you described in your November 18, 2011 email to Priya Raman) provided that you include the following notice:

                The Post logo is a registered trademark of Post Foods, LLC.

                Post Foods, LLC does not endorse and is not associated with [company name] or [website name/address].

The notice may be at the bottom of the page, in small (but readable) type, as is common on websites.

Additionally, please be advised that Post may revoke this permission if we determine, in our sole discretion, that the website contains inappropriate content or disparages Post Foods, LLC or the Post logo.

Thanks you for your interest in Post.

Daniel S. Pupel, Jr.

Assistant General Counsel

Post Foods, LLC

1 Upper Pond Road

Parsippany, NJ 07054

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