

April 22, 2005

Mr. Joseph Marich, Jr.
President
Marich Communications, Inc.
9400 Brighton Way, Suite 205
Beverly Hills, CA 90210

RE: SPEAKING APPEARANCE BY MICHAEL CRICHTON ON SEPT. 30

Dear Mr. Marich,

Some scientists worry that inaccurate science in film or television misinforms those viewers who cannot distinguish science fiction from science fact. At the same time, there are others who see film and television as a wonderful opportunity to showcase the potential of science and technology. As part of our mission to increase awareness of science and technology issues, the 2005 SciTech Spectacular in Pittsburgh, PA is planning a panel discussion at our kick-off event to discuss popular misconceptions about science and technology in film and their impact on public knowledge.

OUR REQUEST

We would be honored if Michael Crichton would consider being the keynote speaker for this discussion on Friday evening, Sept. 30, 2005. Mr. Crichton has brought scientific concepts, such as biotechnology, to the forefront of public discussion.

Our keynote speaking program that evening is currently titled, "Sci-Fi vs. SciTech: Science in the Movies." We believe that Mr. Crichton is the perfect speaker given his literary contributions and enormous successes in bringing science to the movies. I am sure he receives numerous appearance requests, however, we strongly believe the impact of his participation and the resulting media exposure would provide a significant forum for educating our audience. I understand that he does paid philanthropic appearances and we are more than willing to pay an appearance fee.

ABOUT THE SCITECH SPECTACULAR

The SciTech Spectacular is the only event of its kind in the United States. It provides an opportunity for people of all ages to interact directly with scientists and industry professionals in a fun, dynamic atmosphere. Visitors engage in provocative panel discussions, science demos and exciting arts performances, as well as interactive exhibit booths by corporations, universities, community groups and arts organizations. We average about 25,000 visitors per year. Between 600 and 1,000 participants are expected for the kick-off.

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Some of the corporations and organizations involved include our presenting sponsor FedEx Ground, as well as Alcoa, Bayer Corporation, PPG Industries, Inc., United States Steel Corporation, the University of Pittsburgh and Carnegie Mellon University. The 6th annual event will be held **September 30-October 9, 2005**. For more information, please visit our Web site at www.scitechspec.org.

KICK-OFF EVENT

The kick-off event includes networking opportunities among industry leaders in science and technology, area college students and adults. The programming for the entire evening features a film theme to capitalize on a new Moviemaking Exhibit that will open at Carnegie Science Center this fall.

CONTACT INFORMATION

I look forward to your response. If you have any questions, please do not hesitate to contact me at **412.237.1821** or via email at ortenzol@csc.clpgh.org. Thank you in advance for your consideration.

Sincerely,

Linda Ortenzo
Executive Director