

February 23, 2001

Dr. Charles W. Steger
210 Burruss Hall
Virginia Tech
Blacksburg, VA 24061

Dear Dr. Steger:

I trust you are doing well. I am President of SportsWar, LLC, the company that operates TechSideline.com, a popular media website dedicated solely to covering Virginia Tech athletics. The purpose of this letter is to seek your help in resolving a situation that exists between our business and the Virginia Tech Athletic Department.

You were copied on a letter sent to Jim Weaver in November 2000 from our Chairman & Founder, Mark T. Massey. I have enclosed a copy of it for your convenience. The purpose of that letter was to obtain an explanation of Virginia Tech's continuing denial of TechSideline.com's media credential requests and to arrange a meeting with Mr. Weaver, either on the phone or in person, to discuss this lack of cooperation from the Athletic Department. Mr. Weaver declined to grant us a meeting, provided no explanation, and did not see fit to reply to us personally. Rather, we received a short letter from David Chambers, informing us simply that Virginia Tech does not grant media credentials to any unofficial websites.

Frankly, we fail to see the logic or the legal soundness in such a grossly unfair and myopic policy. TechSideline.com, which received over 110,000 unique visitors in January, is probably the most widely read media entity of *any kind* covering Virginia Tech athletics. TechSideline.com is not a hobby website but a business which has invested hundreds of thousands of dollars to become *THE* destination for Virginia Tech fans on the Internet.

We feel that our company is being treated unfairly and with prejudice. Standing idly by in the face of such treatment is not an option for us as it puts our business on an uneven playing field with the competition. Mr. Weaver's indirect response, which we feel to be utterly unsatisfactory, has left us with no other alternative but to explore legal action against Virginia Tech and to simultaneously apply all political pressure at our disposal. We are turning to you with the sincere hope of avoiding these courses of action.

Dr. Steger, consider this letter to be a plea for your personal intervention in this matter. I am certain that you are an extremely busy man, but I sincerely hope you will step in and mediate this dispute. I see no other way to prevent this situation from becoming unpleasant, both for my company and for Virginia Tech's athletic department. The thought of taking legal and political action against the university is extremely distasteful to us, but Virginia Tech's current stance seemingly leaves us with no other recourse. I assure you I am quite disappointed that a letter such as this needs to be written, and that your attention need be called to this situation.

Our efforts to resolve this amicably with Mr. Weaver over the past two years have gotten us nowhere. He will not even speak with us. Would it be possible for you to meet briefly with me at your convenience? I have provided my contact information below.

Thank you so much for your time. I hope to hear from you soon.

Warm Regards,

Matthew Welsh
President
SportsWar, LLC

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cc: Mark T. Massey, Founder & Chairman, SportsWar, LLC
Will Stewart, General Manager, TechSideline.com
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