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To Whom It May Concern:

I have been involved in the international entertainment industry for more than two decades. In this role I have had the good fortune to work with some of the best talent in our industry, including actors, directors, cinematographers, and producers. This letter is written on behalf of Martin Biallas, who ranks in this group.

In 1998 I won the Academy Award for Best Picture for the film *Titanic*. I am currently collaborating with James Cameron again on the feature film project *Avatar*, a 3-D live action epic that is being released Worldwide on December 18, 2009. Among my other credits are Steven Soderbergh's *Solaris*, Warren Beatty's *Dick Tracy*, and *Honey, I Shrunk The Kids*. Previously in my career, I was the Executive Vice President of Production at Twentieth Century Fox.

Following the release of *Titanic*, the touring exhibition, "Titanic the Official Movie Tour," executive produced by Martin Biallas, opened in London and toured throughout Europe and Asia. The tour gave audiences a completely new way to experience the beauty and heartbreak of the film. Martin conceived of the original idea of the exhibition and visualized how to recreate and produce the film's magic, technology and astounding special effects, which would enable visitors to explore their interests and fascination with *Titanic* on a very personal level. In recognition of his achievement, Martin received the *THEA Award*, the equivalent to the Oscar in the Themed Entertainment Industry.

I collaborated with Martin on the themed exhibition and can only say that his work is innovative and incomparable in this arena. *Titanic The Official Movie Tour* incorporated all the important aspects of the film with great attention to detail in order to create the emotionality of the experience. Martin has also executive produced other themes exhibitions, including *The Star Trek Adventure*, which commenced in London and is currently touring throughout major cities in the U.S.; the *I Love Lucy Tour*, which toured State Fairs throughout the U.S.; and *The Pokemon Tour*, among others.

For the last decade, Martin Biallas and his company have been presenting the best theme entertainment productions. He is currently working on a themed touring exhibition of the NFL, which is almost fully licensed. Simultaneously, he is working on a production that will expand Hollywood properties into full stand-alone virtual planets to engage online audiences. In fact, I delivered the Keynote Speech at the Virtual Worlds Expo held in Los Angeles in July, 2008 and there is a great deal to be said regarding how virtual worlds are affecting the traditional entertainment industry.

Unequivocally, Martin Biallas is always on the cutting edge. He is one among very few who has reached the top of his career in a field that is highly competitive.

Sincerely,

Jon Landau