

VALID BUSINESS REASON – THE HOOK

From: Greenberg, Tammy <tgreenberg@RAB.COM>
Sent: Tuesday, August 31, 2021 12:07 PM
To: Geoffrey Greenberg <ggreenberg@justplayproducts.com>; soconnell@rtop.com
Subject: Slinky Remix

Geoffrey & Steve,

HUGE congratulations on the [Slinky remix/remake](#) campaign. What a brilliant and fun program – I am so confident that it will be a huge success!

I am with the Radio Advertising Bureau and can't help but think that this campaign is PERFECT for radio. As you may or may not know, when music artists launch on social media like Tik Tok, they are then blown away when their hear their song on the radio for the first time (check out the Olivia Rodrigo post below.)

We can do this for Slinky and the users with the best remixes and reach a broader, mass audience!

We would be delighted to discuss further with the most appropriate member of the team. Please let me know if it would be of interest.

Many thanks,

Tammy Greenberg



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