

# STEPHEN KEY DESIGN, LLC

Wednesday, December 1, 2010

BY MAIL & EMAIL

Mr. W  
Company  
Address

Dear W,

We refer to the Option Agreement between Spin Label Advertising and Stephen Key Design, LLC dated March, 2010. Please accept this letter as our formal notice to you that we will be terminating the Option Agreement effective December 1, 2010 due to the non-execution of the Asset Purchase Agreement by November 30, 2010 as stated in the agreement.

I would like to personally thank everyone at your organization for the co-operation in this matter. If anything changes in the future please contact us.

Sincerely,



Stephen M, Key  
President  
Stephen Key Design, LLC