

Richard Scudamore
Chief Executive
English Premier League
London

14 February 2008

Dear Mr Scudamore,

ref: 3-1 12-02-2003

I am writing to announce an exciting proposal and to extend an olive branch to your struggling football community. We in Australia see ourselves as missionaries of football, bringing the message of the game to less developed nations who might not enjoy as strong a domestic league as we. It seems quite clear to me that your "Premier" League is in need of some spicing up to keep fans' attentions throughout the long season. In light of this, I am pleased to announce The Hyundai A League's International Round. Every season, a special day of competition would be set aside for our teams to play their matches, not on Australian soil, but overseas, thus celebrating the global nature of our game and offering quality footballing entertainment to fans that might not normally receive it. The English football community is one we hope will be on board with this radical new initiative!

Imagine a Saturday afternoon in North London, with supporters flocking from tube stations and bus stops, not to see Arsenal or Tottenham, but to witness the exciting spectacle of the F3 derby between The Mariners and The Jets!

Your domestic league would of course have to make space on the calendar for the International Round. I would suggest leaving the Boxing Day round of competition free so that fans of all local teams could concentrate their viewing attentions on the A League match. It would need to be played at one of your more prestigious stadia (The Emirates springs to mind as a possibility), and I would suggest a free-to-air broadcast of the game to make it available to the entire country. I hardly need point out the various financial benefits to you: ticket sales alone would make the venture a financial success (although we would take something like a 50% share of these). Money from television rights would also be substantial, as would revenue from the sale of merchandise. Just think how many André Gumprecht and Jobe Wheelhouse replica strips you will sell on game day!

As I am sure you appreciate the amount of planning that must go into implementing an idea of this magnitude, I thank you for your prompt reply.

Sincerely,



Benjamin B. Buckley.