

From: Deepak Mehta  
Subject: SRK Show: A letter to my loved fans  
Dated: July 17th, 2009

Dear Valued Fans,

As the CEO of Mehta Entertainment, I'd like to take this opportunity to reach out to all of you and express my sincere appreciation for your continuing support. Personally, for me, it's been an absolute pleasure for me and for my team in serving your entertainment needs, year after year.

Beyond expressing my gratitude for your continuing support, the purpose of this letter is also to address some of the concerns that have been brought up in the wake of our most recent "Shah Rukh Khan" show held on July 3<sup>rd</sup>, '09 at the Fairmont hotel, San Jose, California.

The show by many standards was a success, however for a very small minority; I realize and I fully acknowledge it fell short of their expectations. And that sadly, due to circumstances that were beyond our control, for which I again apologize. But I am here to candidly talk about what went behind the scenes to present you with a better and an honest perspective.

This meet & greet event was first of its kind, very original, creative and rich, e.g. besides the dinner, drinks, live DJ, dance performances and the Q&A with your very best SRK, we also promised the holders of the VVIP and VIP passes, a picture with Mr. Khan.. And we were on track in terms of accomplishing it all, until an occurrence of an unfortunate incident precluded us from finishing the last segment of the show, pictures with Mr. Khan. Mr. Khan had to leave due to a minor altercation with a fan. Sadly, the fan in question was under the influence.

Upon personally following up with Mr. Khan himself, he graciously agreed to take pictures with those who were still in the line and had been deprived of the opportunity. Another picture session had been scheduled at the W hotel in San Francisco at 3 pm the very next day. I made the announcement to the remaining crowd and instructed all of my staff to spread the word to folks who were scrambling to find the information. And at that point, I felt it was the best reprieve, more so, given that Mr. Khan had a flight to catch the very next day in the evening.

At around 3 pm the next day, our records indicate over 150 guests were in the line and were all able to get their pictures taken with Mr. Khan. And we have evidence of that, in the form of the video made at that venue.

That should have resolved all the concerns. But it still left some unhappy. And some unsatisfied customers persisted ahead for a refund. Please be aware that all tickets clearly state a no-refund policy. But I still went ahead and authorized for those remaining few, a refund of their ticket cost, minus the service that they had used, e.g. a seat at the show, dance performances, live DJ music, dinner, Q&A with SRK. As they presented evidence of being at the show, a purchased ticket, we went ahead and issued a refund. And those refunds have thus far amounted to over \$6K. We believe we have refunded all valid claims.

Please be aware the reason for bringing it to your attention is so that you're aware of the facts and not ever misled by a small minority of people, who may never be satisfied, no matter how good our customer service and refund policy happens to be.

It might also be worthwhile to mention, the content of the show was original, creative and such meet & greets are bound to meet such challenges. To give you a perspective, arranging for Mr. Khan to delay his departure, extend his stay on such a short notice required efforts of tremendous proportions and we did that, to bring you unmatched, world class entertainment.

I'm proud of what we stand for, your support, trust and in return, we promise to continue to bring you world class entertainment and performances. Your feedback is very important to me. Please feel free to reach out to me at [deepak@mehtaentertainment.com](mailto:deepak@mehtaentertainment.com). Share your candid thoughts, positive or not, either way, I'd love to hear from all of you.

It is your continued participation and support that makes Mehta Entertainment a recognized brand.

Best Regards,  
Deepak Mehta