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The Image Group

1720 Mineral Spring Avenue North Providence, RI 02904-3917
401.353.6155

Media Relations*Image Consulting*Public Relations*Marketing

March 10, 1997

Mr. Bill Parcells, Head Coach & Director of
Football Operations
New York Jets
c/o Giants Stadium - The Meadowlands
East Rutherford, New Jersey

Dear Coach Parcells:

In today's world, the success of a corporation, an athlete, or a professional football club is directly tied to the positive image that it can and should create.

So many times, good companies, athletes or corporate executives are labeled, in many cases incorrectly by the media and in turn, the public as negative personalities.

With perception so important, we at THE IMAGE GROUP can train you and your team to manage the news and the media in a way that is positive and beneficial to you and the Jets.

We provide complete, confidential, personal and professional service. Service that can

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benefit you, the Jets and your players for years
to come.

Many have utilized this service to their
benefit and you should too!

Call today.

Sincerely,
THE IMAGE GROUP

John A. Celona

JAC/