

Subject: Understanding

Date: Wednesday, November 24, 2004 2:20 PM

From: Jack Lytle

To: mspt@goldfishpublishers.com

Mark,

A lack of understanding always leads to inappropriate conclusions and uninformed opinions. If you would like to broaden your understanding of where Theater Works is heading and our strategy to get there, we would happy to provide you with the correct information. Just call and we would be pleased to meet with you.

By the way, you have our ticket prices wrong.

Theater Works

Mr. Lytle,

It is the job of a theatre critic to judge what is currently on a company's stage, not relate it to their future strategy. Looking in a program and around a lobby that stresses a building fund and watching a show that doesn't deserve to be in a more beautiful space is all I need to make my "inappropriate conclusions and uninformed opinions." If you feel I am making wrong conclusions and forming such shallow opinions about your production (that happen to jibe not only with my companions that evening but others who have seen the show on subsequent nights), it is your job to explain to the community as a whole why you are willing to mount substandard work and yet still insist on loyalty. As I believe in an open dialogue, I shall not call but instead await your response via email so that I may post it where everyone can read it.

Also, if your prices are actually \$23, as I had already known that it says in your advertising, then you owe my mother \$1. Until it is repaid, I shall quote your price as I witnessed that she was charged rather than what you insist that it is.

Sincerely awaiting your response,
Mark S.P. Turvin