



July 21, 2006

International Dairy Queen, Inc.

7505 Metro Boulevard
P.O. Box 390286
Minneapolis, MN 55439-0286
Telephone: (952) 830-0200

Mr. Glen Erickson
Manager Advertising Programs
Parents Television Council
707 Wilshire Blvd
Suite 2075
Los Angeles, CA 90017

Dear Mr. Erickson,

Thank you for the letter you wrote Charles W. Mooty, president and CEO of International Dairy Queen, Inc., regarding the *Dairy Queen*[®] system's sponsorship of "Rescue Me" on the FX network.

Mr. Erickson, please know that *Dairy Queen* is not a sponsor of FX or "Rescue Me." Our national advertising agency purchases time during programs that reach our customers who watch these shows. Although our commercials have appeared during FX Network shows, this does not mean that we endorse any of their programs or the particular views expressed within their programs. After evaluating the content of "Rescue Me" we have placed this show on our "do not air" list and *DQ*[®] commercials no longer appear during this show.

We appreciate your concerns and we will take them into consideration as we evaluate the content of shows such as "Rescue Me" and any future advertising opportunities on the FX Network.

Sincerely,

A handwritten signature in black ink, appearing to read "Dean Peters".

Dean Peters
Director of Communications & Public Relations
952/830-0204
Dean.peters@idq.com