

18 October 2006

Lock and Key Productions  
Deal or No Deal  
9336 W Washington Blvd  
Building O  
Culver City, CA 90232

Attn: Scott St. John, Executive Producer  
Brian A. Veskosky, Supervising Producer  
David Floyd, Supervising Producer

Dear Sirs,

We are writing you on behalf of the Association of Zoos and Aquariums (AZA). AZA is a non-profit organization dedicated to the advancement of zoos and aquariums in the areas of animal care and husbandry, conservation, education, science and recreation. Collectively, AZA's 214 accredited member institutions draw over 143 million visitors annually from around the world and have more than 5 million zoo and aquarium members. AZA's vision is a world where all people respect, value and conserve animals and nature. We work cooperatively within and between institutions, as well as with threatened and endangered species' range countries to save and protect the wonders of our living natural world.

We are writing to you to voice our extreme concern about the use of a performing chimpanzee on the television game show "Deal or No Deal" which is scheduled to air October 19, 2006. We were notified of this issue by Reid Park Zoo, an AZA-accredited institution. An employee of the Tucson Zoological Society was a contestant on this show. Although we are certain you were assured by the chimpanzee's trainers that he was well cared for, there are far broader consequences that we'd like you to consider. Performing apes, such as this chimpanzee, are taken from their mothers at a very young age. This causes tremendous emotional and psychological distress to the mother as well as to the infant. Trainers frequently use fear and physical discipline to control their apes, and the degree of force increases as the apes grow. Conditions during a production such as this television show may be monitored, but there is no way to guarantee how apes are treated when they are not "working".

Additionally, the use of chimpanzees and other great apes in such inappropriate and contrived presentations creates misleading and degrading perceptions of these magnificent animals, which are seriously endangered in the wild. Recent data suggested that people associate the use of chimpanzees in advertising with a healthy wild population--public perception is that if chimpanzees were endangered, they would not be used for commercial purposes. Such perception is in stark contrast to the current situation in the wild, where great ape populations

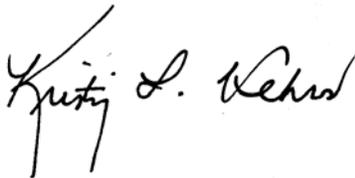
are expected to go extinct in the next 10-50 years from factors including habitat loss, illegal hunting, disease and the pet trade. We are working hard to raise the public's awareness of the endangered status of chimpanzees and your show's use of a live chimpanzee dressed in human clothing counters this message.

Moreover, performing apes are often youngsters. Audiences see cute, cuddly human-like animals and might form the impression they are easily handled. Such images make young apes popular as pets and for use in the entertainment industry. However, adult chimps are much larger than babies, much stronger than humans, very strong-willed and can seldom be handled. Zoos often are the recipients of calls from owners who can no longer manage these intelligent, powerful animals. A zoo or sanctuary may be able to take in a few of these abandoned chimpanzees, but most of them are placed back in the pet trade and all too often in very inhumane conditions.

We understand that entertainment, just like wildlife, plays an important and positive role in our lives. It is our hope that society continues to find ways to balance the two to the benefit of all. We also understand that it is our responsibility to educate not only our visitors but also business executives who may be unaware of the adverse consequences a seemingly harmless business decision can have on wildlife conservation.

The AZA respectfully requests that you discontinue the use of chimpanzee actors or props that portray apes as a caricature of human beings. These images serve to undermine the welfare and conservation goals that we and many of your viewers work hard to achieve. We would be happy to provide you with additional information with which to make your decision.

Thank you for your consideration.



Kristin L. Vehrs  
Executive Director



Tara Stoinski  
Chair, Ape Taxon Advisory Group



Steve Ross  
Chair, Chimpanzee Species Survival Plan



Susan Basford  
Director, Reid Park Zoo

The Chimpanzee Species Survival Plan is a cooperative population management and conservation program for chimpanzees living in zoos accredited by the American Zoo and Aquarium Association (AZA). The steering committee and advisory board is made up of experts in the field of chimpanzee care and behavior and are well positioned as advocates for the well being of chimpanzees both inside and outside of accredited zoos.

cc: Bob Wright, Vice Chairman and Executive Officer, NBC Universal  
Jay Ireland, President, NBC Universal Stations  
Jeff Zucker, Chief Executive, Universal Television