

Interim Designation of Agent to Receive Notification of Claimed Infringement

As further specified below, Rachael Ray Digital LLC hereby appoints Rosemary Maggiore as its designated agent to receive notification of claimed infringement under section 512(c) of title 17 of the United States Code.

Name of Service Provider: Rachael Ray Digital LLC

Address of Service Provider: c/o Watch Entertainment, Inc.
375 Greenwich St.
New York, New York 10013

Name of Agent Designated to Receive Notice of Claimed Infringement under 17 U.S.C. § 512(c): Rosemary Maggiore

Address of Designated Agent: Rachael Ray Digital LLC
c/o Watch Entertainment, Inc.
375 Greenwich St.
New York, New York 10013

Phone Number of Designated Agent: 917-591-9549

Facsimile Number of Designated Agent: 917-591-5009

Electronic Mail Address of Designated Agent: violet@rachaelray.com

SCANNED 03-30/2008

RECEIVED

APR 23 2008

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Name: Rosemary Maggiore
Title: President, Digital

Date: 4/21/08

