

November 29th/2011  
Steve Marshall  
SAM Productions Ltd.  
Producer/THE LUISA MARSHALL SHOW - SIMPLY THE BEST

Dear Joey Albert/Pacis,

I'm writing this letter to clarify answers to questions you have publicly written and stated about the concept and name adjustment of THE LUISA MARSHALL SHOW - SIMPLY THE BEST.

You posted the following note *"Hmmm... Not entertainment? looks familiar..."* on Luisa's public facebook wall on November 14/2011. Are you suggesting that we recently changed our format to be like your new TV show? Also, are you under the impression that our TV show is limited to only musical entertainment features?

Luisa responded to your posting (on her facebook wall) explaining to you what our show format is and has been for the past 2 years. Luisa also asked what you meant by your Facebook comment, and still, she and other members of the community await your response.

It has also been brought to our attention from people in the community that you stated we changed our show format to be similar to your new show. You voiced your concern stating that we changed the name of our show to THE LUISA MARSHALL SHOW shortly after you aired your first episode then changed it again to SIMPLY THE BEST with LUISA MARSHALL. Are you under the impression that we changed our show name lately because of your show?

I'm happy to give you the answers to your specific questions about our show below.

### **SHOW CONCEPT**

On the matter of you implying that our concept was modified only recently to be similar to your new show, I have copied and pasted below our show concept that was handed into and approved by the Shaw Multi-Cultural Channel 2 years ago.

*"SIMPLY THE BEST is an upbeat variety talk show with celebrity interviews, showbiz news, local Filipino events, musical entertainment. Luisa Marshall basically would be Oprah, Ellen, Barbara Walters and herself all mixed into one entertainment package. Entertainment, Reality Show, Drama, Dance and Music. We will have live entertainment, celebrities, cooks, singers, dancers, actors, political figures, entrepreneurs, working groups, interesting stories of unknown people, makeovers, house, fashion, makeup, hair and other requests from the viewers.*

*Our **OBJECTIVE** with this show is to inspire, educate and entertain Filipino and mainstream viewers."*

We have aired 97 episodes to date. Here is a short list of prominent shows/interviews that we

have aired in the past:

- Premier Christy Clark interview one on one with Luisa, January 21, 2011
- CNN Hero of the Year Efren Penaflorida 2 part series, Dec. 6 & 13, 2010
- Mars Dela Cruz interview on PCCS, Oct. 18, 2010
- BC Nurses Union meeting that concerned overseas workers, March 22, 2010
- Eve Pearl Award winning make up artist and the founder of Eve Pearl Cosmetics, April 26, 2010
- Jay Razon - Filipino Plaza Project, April 26, 2011
- Tatay Tom Avendano - Moving On to Unity series, Multi Cultural Helping House, Nov. 22, 2010
- Egyptian Canadian Cultural Society Celebration of Freedom of Egypt, Feb. 28, 2011
- Women in Power, Libby Davis, Irene Yatco, Trang Nguyen and Wai Young, April 25, 2011
- Philippine Flag raising ceremony at the Vancouver City Hall. June 20, 2011
- Pakistani Flood Crises with local Pakistani Canadian Syeda Nayab Bukhari, Sept. 20, 2010
- Ruben Nepales - Filipino Journalist member of the Hollywood Associated Foreign Press
- Marieton Pacheco Balitang Vancouver host, November 8, 2010
- Kulinarya Restaurant, Interview and cooking lesson in the kitchen with Luisa. (You introduced Luisa to the owners and you were present that day) May 17, 2010
- Margo and Trixie Pacis - Sports Interview, Nov. 1, 2010

As you can see, since 2009, we have been seeking out a variety of stories and interviewing people from all walks of life that we feel will inspire, educate and entertain our viewers.

### **SHOW TITLE**

On the matter of you stating that we altered the name of our show to THE LUISA MARSHALL SHOW - SIMPLY THE BEST, only recently, so as to mirror your show title, I will comment as follows:

I can confirm that 8 months ago, on March 23/2011, we had already adjusted our name from SIMPLY THE BEST with LUISA MARSHALL to THE LUISA MARSHALL SHOW - SIMPLY THE BEST. Here is the YouTube link that shows our intro, logo and uploaded date that clearly says THE LUISA MARSHALL SHOW: <http://www.youtube.com/watch?v=6PZrMgb1yU0>

At the time we revised our show title 8 months ago, we had no knowledge of any show on the Shaw Multi-Cultural Channel that remotely resembled our show title THE LUISA MARSHALL SHOW - SIMPLY THE BEST.

I hope this information clears up any misconceptions you have about our show, our name and what we have been doing for the past 97 episodes. If you have any further enquiries about THE LUISA MARSHALL SHOW - SIMPLY THE BEST, please forward them directly to me as I would be more than happy to answer any future concerns.

In regards to my concerns, can you please answer the following questions as printed above:

1. Are you suggesting that we recently changed our format to be like your new TV show?
2. Are you under the impression that our TV show is limited to only musical entertainment features?
3. Do you think we recently revised our show title to resemble your new TV show?

I would appreciate it if you please respond by email at your earliest convenience.

Regards,

Steve Marshall

SAM Productions Ltd

Producer - THE LUISA MARSHALL SHOW - SIMPLY THE BEST.

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