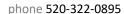
345 E. Toole Ave. Tucson, AZ 85701





To: Maddenite

From: Madden Experience Team (aka: Human Resources)

Re: Automatic Enrollment in the Employer 401(k) Plan - Notice of Authorization

At Madden Media, we want to enhance our employee's ability to save for retirement, as a result, we have installed an automatic 401(k) election feature.

Under the plan's provisions, you will be automatically enrolled in the plan upon hire; the effective date will be the 1st of the quarter month following 3 months of employment.

Madden Media assumes that you have authorized the company to withhold for each pay period on a pre-tax basis an amount equal to 3% of pay. This withholding percentage will remain in effect until such a date that you make an election to increase, decrease, or cease your contributions to the plan. As a participant, you may make such a change in contributions at any time to be effective beginning on the payroll date subsequent to your election notice's receipt in Human Resources. If, on the other hand, you are satisfied with the election percentage then you don't need to take any action at this time.

"I certify that I have received and read this automatic enrollment notification and understand that I have the right to make alternative contributions and investment fund selections within one payroll period of my providing such notice to Human Resources."

Should you choose to contribute at a **lower percentage rate or to opt-out, for now, you will need to fill out a form**, which will be available in HR.

If you have any questions or would like some additional information, please contact your Madden Experience Team via email at HRMadden@maddenmedia.com or (if you are in the Tucson office), please stop by anytime.

Thanks!

Team Narwhal Madden Experience Team