

August 08, 2008

Sir Richard Branson, Chair
Virgin Group, Ltd.

Dear Mr. Branson,

On behalf of PETA and our more than 2 million members and supporters worldwide, congratulations on the debut of WhiteKnightTwo. We would like to be the first onboard! Actually, we'd rather stay here on Earth, but we *would* like to send our advertising into space! Could we purchase advertising space on the seat backs? We would like to run our "Rocket Boy" ad (see attached), which informs readers that the best way to grow big and strong is to go vegetarian.

By following our advice and ditching meat, your male passengers could rise to new heights. Cholesterol and saturated fat clog arteries and block blood flow to all of a man's vital organs—not just to his heart. Physicians report that the link is clear: Eating meat can cause impotence. Any of your passengers who have trouble "lifting off" will be glad to hear that impotence—as well as heart disease, high blood pressure, obesity, diabetes, and prostate cancer—can likely be prevented and even reversed by switching to a healthy vegetarian diet.

If you will rent us space on the WhiteKnightTwo, we will also hold a private vegetarian cooking class for all six passengers as well as provide delicious veggie treats to boost the stamina and spirits of all onboard.

I look forward to hearing from you. Thank you for your consideration.

Sincerely,

Bruce Friedrich
Vice President