



Date: February 17, 2016

Contact: Marketing

Markets: USA & Canada

Subject: Vespa Placement in Gwen Stefani's Grammy-Aired Live Music Video

Dear Dealer,

We would like to bring it to your attention that Monday night's Grammy Awards show debuted pop-artist Gwen Stefani music video for her track "Make Me Like You" off her forthcoming album.

In collaboration with retailer Target, Gwen Stefani and the world-renowned Deutsch Inc. ad agency we were able to incorporate five Vespa scooters, capturing more than 15 seconds of the video.

The placement is hands on, the song is catchy, and the partnership displays an endorsement of the Vespa brand's current model offering, with Gwen aboard a Vespa Primavera Touring.

We hope you enjoy the video, and will assist in capturing a wider audience by sharing this with your respective networks.



Full Video: <https://youtu.be/OuljUDtv1Kw>

Placement: <https://youtu.be/OuljUDtv1Kw?t=1m38s>

We look forward to sharing more placements like these with you in the future.

Sincerely,

A handwritten signature in black ink that reads 'Shane Pacillo'.

Shane Pacillo