

September 18, 2011

Mr. Jacques Nantel
Secretary General – Commercial
HEC
University of Montreal
Canada

Dear Sir:

This letter serves to inform you of the disgust we feel with the way in which your students chose to represent what they thought was a fitting tribute to Usain Bolt and by extension Jamaica.

We acknowledge the gesture and maybe you were hoping for a more positive feedback. Except what has happened, the students have misrepresented the institution's rich history by putting on what we thought was a misguided approach to Usain Bolt, the world's fastest man and someone who through his efforts, has transformed Track and Field; and Jamaica, a country which has brought to the world, a strong Brand with diverse offerings.

We know an apology has been done, but we think as an academic institution it is within your purview to ensure that your students represent established Brands in a more meaningful way which serves to add value to the work that the institution has been doing and will continue to do.

The innuendos have only served to bring about a negative spotlight on your institution and since Usain's relationship with Canada has only been positive we would appreciate if the students were asked to represent the Usain Bolt story in a real way. His website can be viewed at www.usainbolt.com I am sure you will find this tool useful.

Yours Sincerely,

Carole Beckford
Publicist – Usain Bolt
Kingston, Jamaica
carole.beckford@usainbolt.com