

## **Sponsor's declaration of responsibility at the 2008 Beijing Olympic Games**

WITH REFERENCE TO, and consistent with, our obligations under the Olympic Charter, the undersigned sponsor of the 2008 Beijing Olympic Games hereby declares:

We reaffirm our commitment to the “harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity,” as set forth in the Olympic Charter; and

We acknowledge that sponsorship of the Olympic Games carries certain responsibilities, including the responsibility of implementing our sponsorship and communications programs in a manner that promotes awareness of basic human rights such as the right to free speech; and

We are fully aware of the assurances made by the government of the People's Republic of China to the Olympic Committee to improve its human rights record as a condition for hosting the Olympic Games and recognize the worldwide concerns expressed about China's human rights record.

IN FURTHERANCE TO THE ABOVE, we agree to demonstrate our commitment to human rights at the 2008 Beijing Olympic Games by:

FIRST, making *bona fide* good faith efforts to raise the issue of human rights with our Chinese contacts and to publicly report on our efforts to do so; and

SECOND, designating a high-level executive within our organization to monitor every aspect of our activities associated with the Olympics and to assure that our actions properly reflect our commitment to human dignity and human rights; and

THIRD, establishing a fund through which contributions can be made to prisoners of conscience in China, and their families, as well as to those persecuted in connection with the 2008 Olympic Games; and

FOURTH, presenting a corporate resolution to our Board of Directors resolving to adopt this Declaration, and the principles of human rights and human dignity upon which it is based, prior to the commencement of the 2008 Olympic Games in Beijing; and

FIFTH, incorporating this Declaration of Responsibility into our commercial messages.

DECLARED BY

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Name/Title  
Date