

LEHMAN BROTHERS

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Monster Energy Company
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Dear Sir or Madam,

Please allow us to introduce ourselves, and explain you the purpose with this somewhat unorthodox request. We are an artist group named Lehman Brothers, and for a while we have been researching the link between the whaling business and the mining industry, more specifically the odd connection between *Moby Dick*, the famous novel from 1851 by Herman Melville, and titanium extraction in the Atacama Desert, Chile.

Leaving aside titanium for a moment, we have, among other things, discovered that Melville's Moby Dick was in fact inspired by a lesser known cetacean called Mocha Dick, which roamed the Pacific Ocean off the central coast of Chile in the early 19th century. Mocha, a bull whale "white as wool" survived several close encounters with whaling ships until he was eventually killed in 1838. His body was 70 feet long and yielded 100 barrels of oil, along with ambergris — a substance used in the making of perfumes and at that time worth more per ounce than gold. He also had nineteen harpoons in his body.

You may be aware of the sad fact that the practice of whale hunting has driven these magnificent creatures close to extinction throughout the last 400 years. The whaling industry was probably only sustainable for the first few decades of the 17th century; the stock had collapsed well before 1850, when Melville published his seminal book. Now, after centuries of exploitation, we are determined to catch up with this accelerating ecological crisis by speeding the whales up a bit — in the most literal sense. Lehman Brothers wants to help nature's most vulnerable creatures, and we would like to ask you to join our cause. We call it "A Drop in the Ocean."

We are asking Monster Energy Drink for a donation, so we can assist the whales of the Pacific get in better shape. We want to see them *faster and more furious* if you will, and to this end we request 10.000 liters of pure *Monster Energy Drink Classic* to pour directly into the ocean outside of Mocha Island, right in the middle of their breeding territory. We believe that all parties involved, human and non-human, will benefit from this donation. Monster Energy Company will certainly benefit in terms of building a more sustainable reputation, as a part of your green marketing strategy. We could also, for the sake of the pun, call it a sponsor-*ship*.

We hereby hope that Monster Energy Company will make the requested donation.

Sincerely,

Lehman Brothers