



October 30, 2007

Diane Garnett
President
The American Rottweiler Club
18182 E. Euclid Place
Aurora, CO 80016

Mr. Vince McMahon
Mr. Gary Davis
World Wrestling Entertainment, Inc.
1241 East Main Street
Stamford, CT 06902

Re: Breed Discrimination – John Cena T-Shirt

Dear Sirs:

Earlier this year, we contacted you on behalf of the members of the American Rottweiler Club and the thousands of responsible Rottweiler owners to express our deep concern about the WWE's portrayal of the Rottweiler as "vicious" in the John Cena "Top Dog" video and correlating issue of WWE magazine.

In response to our previous letter, Mr. Davis agreed to pull the *Inside The John Cena Issue* video from the WWE website, which also contained the inflammatory remark, "**What's the best way to defend your title other than having two vicious Rottweilers at your side?**", by Rob Bernstein, WWE Deputy Editor.

Since then, we've learned that the WWE has since reversed its position, and is using that very same inflammatory image of John Cena with two snarling Rottweilers to sell T-Shirts under the WWE brand in national retail chains such as J.C. Penny, Kohl's along with other retail outlets.

That WWE is profiting by deliberately portraying a negative stereotype of the Rottweiler, damaging the reputation of our breed and further fueling the wave of legislation banning Rottweilers from communities across the country, is an affront to every ARC club member and responsible Rottweiler owner in the country.

Rottweilers have been targeted and banned in many towns and cities, a result of discriminatory, anti-dog legislation that is driven largely by the media and negative stereotypes reinforced through marketing.

Incidents of physical violence and verbal assaults against Rottweiler owners are on the rise, as is the loss of housing, the loss of insurance coverage, and breed bans, which result in the needless euthanization of over 5,000 Rottweilers each year.

We ask that World Wrestling Entertainment immediately stop selling inflammatory John Cena T-Shirts, as Rottweilers and their owners will suffer the consequences as a result of your negative portrayal of this noble breed.

Thank you in advance for your immediate attention and kind cooperation in addressing this important matter.

Sincerely,

Diane Garnett
President