

KNIGHT RIDER

February 2009

Dear NBC

We, the fans of Knight Rider, write this letter to show our support of the new Knight Rider series you are currently producing and airing. In these tough times where one crisis is followed by another, the people need entertainment to get their mind off of the troubles of everyday life. Knight Rider is the show that does that for a lot of people. It helps people to unwind and reload their batteries so they can take on another week of hard work. To some Knight Rider even is “soul food”, it inspires people and shows that even the toughest heroes and their talking vehicular sidekicks have feelings and emotions. That is what touches the people, emotion!

Knight Rider has a large “emotional” fanbase (part of which coming from the original series), this is proven by the stable ratings despite heavy competition that air at the same time as Knight Rider. This shows that there is a large following watching the show! Please note that these ratings give a very narrow view on the actual number of viewers, as most TV viewers in the US do not have a Nielsen box. The internet proves this, as there are literally millions of people discussing the show even outside of the KnightRiderOnline community. The internet also gives access to information about the show (in the form of pictures and articles) to people outside of the US who can not wait to see the show getting picked up in their own country! Not to mention the people that record the show on their DVR to enjoy it again after it aired, recent data showed the series is in the top 10 for most recorded TV shows. It is these people that care for the series and would like to see it get the chance it deserves to succeed, which if given it will! It would be a shame to abandon the series now just as it is headed in the right direction!

We believe NBC should give this unique series a chance!

This series can make a difference. NBC can make a difference!

We can make a difference!

Sincerely yours,