



Mr E Goodman
PO Box 570
Redhill
Surrey
RH1 1WZ

Our ref: do/eb/gw/117052

24 April 2007

Dear Mr Goodman

Thank you for your letter dated 20 April, concerning BRITAIN'S RICH LIST, which has been forwarded on to us.

All ITV programmes strictly adhere to the guidelines set by the broadcasting regulators, Ofcom, in respect of programme content, timing etc. These guidelines can be found on their website www.ofcom.org.uk.

Images were pixilated to conform to regulations and to minimise any offence it might cause to viewers.

We have however made a note of your concerns, which will be logged and viewed by senior management and included in our report to Ofcom.

Once again thank you for taking the time to write to us.

Yours sincerely

P Ellen Brown
Duty Office Manager, ITV Plc