

Dear Ms. Grant,

23<sup>rd</sup> February 2018

As leading allergy patient organisations across the globe we are contacting you collectively because, to date, Sony Entertainment has not responded directly to the formal contacts that many of us have made outlining our concerns about the 'anaphylaxis' scene in your new Peter Rabbit film. This depicts what is, in effect, 'allergy bullying'.

In this scene Peter Rabbit and his friends throw blackberries at Mr. McGregor because he is allergic to the fruit. The resulting significant allergic reaction requires self-treatment by an adrenaline auto injector, to the amusement of Peter and his friends. The sequence in the film is presented to a young and potentially impressionable audience as 'funny', but could, in real life, have tragic consequences.

While we do acknowledge the early apology from Sony, many of us have asked you to remove this scene from the film before its further release in Europe and other countries or, at least, to include a statement to mitigate the inappropriateness of its message.

To date we have had no response to our requests. Our individual emails and letters have met with silence, although we have clearly expressed our willingness to work together with you to find a way to communicate the right message about anaphylaxis.

We look forward to hearing from you.

Yours sincerely,



Carla Jones, CEO



UK



Spain



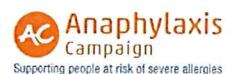
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