

THE COCHRAN FIRM

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Also Admitted in:

⁽¹⁾ Alabama
⁽²⁾ Dist. of Columbia
⁽³⁾ California
⁽⁴⁾ Florida
⁽⁵⁾ Georgia
⁽⁶⁾ Hawaii
⁽⁷⁾ Illinois
⁽⁸⁾ Michigan
⁽⁹⁾ Missouri
⁽¹⁰⁾ Nevada
⁽¹¹⁾ New Jersey
⁽¹²⁾ New York
⁽¹³⁾ Ohio
⁽¹⁴⁾ Virginia

October 19, 2004

Attorney General Peg Lautenschlager
114 East State Capitol
Madison, WI 53702

Dear Attorney General Lautenschlager

Many young people are being exploited by a nationwide scheme of magazine sales that are ripping off consumers, endangering youngsters and have made the owners of these sales companies fabulously wealthy. Teenagers and young adults have been snared by advertisements for magazine sales companies that have lured them into believing the promise of awesome jobs and lots of free travel.

In reality, these young people find themselves in despicable circumstances when they enter this industry. These trusting young people go door-to-door selling subscriptions at a grossly inflated price for some of the most popular magazines in the country. They have been trained to tell consumers they are students trying to win a scholarship or a contest.

Sometimes these young people work until midnight and are punished for low sales by being forced to sleep on the floor and some have even endured physical and mental abuse. When they try to collect their commissions and leave, they are told *they* owe the company money. Drug and alcohol abuse is rampant among the sales crews with full knowledge and approval by their sales managers.

This exploitation of our young people and consumers must be stopped. Healthy children have been maimed and killed as young passengers in magazine crews traveling in vans driven by managers on drugs or without valid driver's licenses. Additionally, these magazine companies have not maintained proper workers' compensation insurance coverage for injuries and should be fined for failure to maintain accurate record keeping.

The Cochran firm has taken a stand for the families of these children in litigation involving the death of seven young people and five badly injured

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youth when a van carrying 14 door-to-door magazine agents rolled over on Interstate 90 North in Janesville, Wisconsin in 1999. The young people worked for YES (Youth Employment Services) which is affiliated with Subscriptions Plus, a company headquartered in Oklahoma. Civil litigation by private individuals, however, can only do so much and that is why we are asking you to get involved.

The Attorneys General office in Illinois filed suits against the former president of the company implicated in the Wisconsin crash for defrauding consumers nationwide through magazine scams. Convictions for seven counts of homicide by negligent use of a vehicle, physical abuse of a child, reckless injury, recklessly endangering safety, and misdemeanors of contributing to truancy have been entered against this company.

The question remains how many other youth and families have suffered losses due to similar practices in your state and in other states across the United States that is going unpunished?

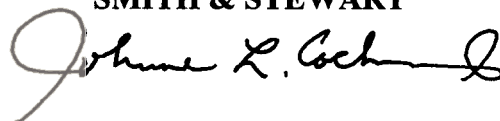
I urge you to stand with the Cochran Firm and consumers in your state against magazine door-to-door sales scams and solicitation of sales crews through want ads. We must stop this practice in your state before more young people are abused, maimed and killed. We request you contact your state officials and request laws that will stop this practice in your state prohibiting the exploitation and injury of our youth.

Family members and supporting friends who have been impacted by these tragedies have established websites to caution the public regarding these dangerous practices that lure unsuspecting children. You can gain access to this information at:
www.travelingsalescrews.info and www.parentwatch.org.

I sincerely appreciate your effort in putting an end to this shameful industry.

Sincerely,

**COCHRAN, CHERRY, GIVENS,
SMITH & STEWART**



Johnnie L. Cochran, Jr.

cc: NSFA (National Field Selling Association)
MPA (Magazine Publishers of America)