

The Mandatory Poster Agency, Inc.

5859 West Saginaw Highway, #343

Lansing, Michigan 48909

March 18, 2008

VIA E-MAIL TRANSMISSION

ONLY (abelser@post-gazette.com)

Ms. Ann Belser
Pittsburgh Post-Gazette

Re: Press Inquiry

Dear Ms. Belser:

Thank you for your inquiry regarding our company. It appears you have received a press release from the Pennsylvania Attorney General's Office about our recent settlement. We appreciate you giving us the opportunity for input on the matter.

The Mandatory Poster Agency, Inc. provides a service to employers who are required to meet the various federal and state posting requirements. We have compiled all of the required information onto three colored laminated posters for display by the employers. When a complete set of posters is ordered, the employer can be assured that all of the posting requirements have been met. As you may know, the failure to meet the posting obligations can result in significant civil penalties imposed by law.

An employer could spend hours of research and letter writing to the governmental agencies in order to determine whether they are subject to the various posting requirements and obtain all of the required posters. We offer a convenient and cost-effective way for the employer to ensure compliance with the posting requirements, thereby saving the employer a considerable amount of time and effort. Our posters are constantly being updated as the posting requirements change, such as when there are increases to minimum wage laws. In addition, our posters are printed in color on laminated paper, providing an attractive and durable notice to be displayed. In contrast, the notices available from governmental agencies typically are on plain paper, with each notice contained on a separate sheet.

Our business is conducted by direct mail to prospective customers. There have been some observations that our solicitation flyers appear governmental in nature, but that is because the subject matter of our business concerns posting requirements required by law. We make no secret

of the fact that our business is a non-governmental organization and that the individual posting notices may be available without charge from an array of governmental agencies. This information is clearly stated in the main text of our advertising circular. The only way a person could be confused about this would be if they did not read the flyer.

We believe that we provide a valuable service to employers that also protects the important rights of employees. We stand behind our products and give an unconditional money-back guarantee. If one of our customers is unhappy with our products for any reason, the posters may be returned to us for a full refund.

With this background in mind, allow me to address your specific questions:

1. **Were your posters correct about the law?** Yes. When a set of posters is purchased from us, the customer is ensured they are in full compliance with all employer posting requirements. The employer does not have to conduct research as to which posting requirements may be required of their particular business, as we have done that research for them. Unlike notices which may be available for free from various governmental agencies, our posters are laminated and in color, providing an attractive and durable display for the workplace. In addition, we provide an update service to our customers and notify them of any changes to the posting requirements. The overwhelming majority of our customers are very satisfied with the service and products we provide.
2. **If you had problems in one State using those marketing practices, why did you use the same strategies in other States?** The concerns raised in Pennsylvania and other States are related to certain marketing activities. The Mandatory Poster Agency, Inc. has adjusted its marketing practices across the Country to address those concerns, regardless of whether complaints were received in a particular State.

Thank you for giving us the opportunity to present our side of the story. We are confident that your reporting will be objective and fair.

Very truly yours,

THE MANDATORY POSTER AGENCY, INC

Thomas Fata
President