

**STATE ATTORNEYS GENERAL**  
**A Communication From the Chief Legal Officers**  
**Of the Following States and Territories:**

Arkansas \* Connecticut \* Delaware \* Idaho \* Illinois \* Iowa \* Kansas \* Maine  
Maryland \* Michigan \* Mississippi \* Missouri \* Montana \* Nevada \* New Hampshire  
Ohio \* Rhode Island \* South Carolina \* Tennessee \* Texas \* Virginia

September 21, 2010

*Sent via facsimile*

Samuel Fifer  
Sonnenschein, Nath & Rosenthal, LLP  
233 South Wacker Drive  
Suite 7800  
Chicago, IL 60606-6404

**RE:   backpage.com**

Dear Mr. Fifer:

Thank you for your recent letter notifying us of additional changes backpage has implemented in order to respond to our concerns that blatant prostitution ads are rampant on the site. Although we appreciate these efforts and the cooperation the site has demonstrated since we began our investigation in 2009, more needs to be done.

We are writing to request that you immediately take down the adult services portion of backpage.

We believe that ads for prostitution-- including ads trafficking children-- are rampant on the site and that the volume of these ads will grow in light of craigslist's recent decision to eliminate the adult services section of its site. In our view, it is time for the company to follow craigslist's lead and take immediate action to end the misery of the women and children who may be exploited and victimized by these ads. Because backpage cannot, or will not, adequately screen these ads, it should stop accepting them altogether.

As you indicated in your recent letter to us, you found that once you began charging for ads in the adult services section of the site, prostitution began migrating into certain sections of the personals section, so you began to charge to posts ads in that section as well. We urge you to take additional efforts, such as manual review of each ad in these sections of the personals -- and others if it becomes necessary -- before ads are posted.

We recognize that backpage may lose the considerable revenue generated by the adult services ads. Still, no amount of money can justify the scourge of illegal prostitution, and the

misery of the women and children who will continue to be victimized, in the marketplace provided by backpage.

We sincerely hope backpage, like craigslist, will finally hear the voices of the victims, women and children, who plead with it to make this important change. We too, call on backpage to listen, to care, and respond now by shutting down the adult services section of its website. It is the right thing to do to protect innocent women and children.

Very truly yours,



Richard Blumenthal  
Attorney General of Connecticut



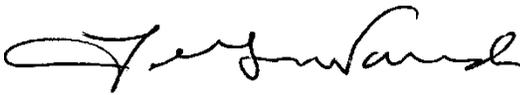
Chris Koster  
Attorney General of Missouri



Dustin McDaniel  
Attorney General of Arkansas



Joseph R. Biden, III  
Attorney General of Delaware



Lawrence G. Wasden  
Attorney General of Idaho



Lisa Madigan  
Attorney General of Illinois



Tom Miller  
Attorney General of Iowa



Steve Six  
Attorney General of Kansas



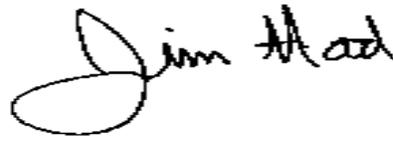
Janet Trafton Mills  
Attorney General of Maine



Douglas F. Gansler  
Attorney General of Maryland



Michael Cox  
Attorney General of Michigan



Jim Hood  
Attorney General of Mississippi



Steve Bullock  
Attorney General of Montana



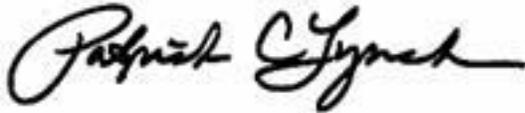
Catherine Cortez Masto  
Attorney General of Nevada



Michael A. Delaney  
Attorney General of New Hampshire



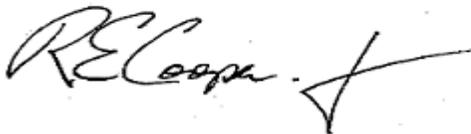
Richard Cordray  
Attorney General of Ohio



Patrick C. Lynch  
Attorney General of Rhode Island



Henry McMaster  
Attorney General of South Carolina



Robert E. Cooper, Jr.  
Attorney General of Tennessee



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