

LAW OFFICES OF

CARLOS F. NEGRETE

ATTORNEYS AT LAW

27422 CALLE ARROYO
SAN JUAN CAPISTRANO, CALIFORNIA 92675-2747
Telephone (949) 493-8115
Fax (949) 493-8170

E-MAIL:
cnegrete1@hotmail.com

VIA TELEFAX

May 8 ,2006

Vincent J. Biondi, Chairman
Board of Commissioners
GREATER BRIDGEPORT TRANSIT AUTHORITY
One Cross Street
Bridgeport, CT 06610

Ronald Kilcoyne, CEO
GREATER BRIDGEPORT TRANSIT AUTHORITY
One Cross Street
Bridgeport, CT 06610

RE: Net911usa.com Bus Advertisements
DEMAND TO CEASE & DESIST

Dear Chairman Biondi, Fellow Board Members & Mr. Kilcoyne:

Our law firm represents the World Chiropractic Alliance (“WCA”), which is an organization that is comprised of thousands of chiropractors within the United States of America and throughout the world, including the good State of Connecticut.

The members of the WCA are deeply committed to the advancement of chiropractic and preservation of the fine reputation that its profession enjoys. In turn, the WCA and its Board of Directors, are devoted to act on behalf of and represent its members with respect to matters concerning the professional, political and legal protection of its members as well as chiropractic in general.

In this capacity that I write you on behalf of the WCA and its members.

<p>FAX INFORMATION</p> <hr/> <p>FAX: (203) 335-9813</p> <p>No. Of Pages: 3</p> <hr/> <p>URGENT!</p>

May 8 ,2006
Vincent J. Biondi, Chairman
Page 2

It is has come to our attention that the Great Bridgeport Transit Authority (“GBTA”) has allowed, and perhaps even economically benefitted from, a well orchestrated campaign to defame the chiropractic profession in Connecticut by placing placards on buses as follows:

“Injured by a chiropractic adjustment?
Call 860-529-8826
www.neck911usa.com
Chiropractic Stroke Victims Awareness Group”

This ad is both shameless and legally libelous on its face. It clearly implies that chiropractic treatment can lead to stroke or injury. Moreover, the website is anonymous and bears no reference to the entity, or persons, that operate it. In addition, when contacting the telephone number, one is navigated around to several dubious operators that lead only to apparent list gathering and anti-chiropractic advocacy.

This ad is clearly designed to create a false and deceptive image of the chiropractors in the State of Connecticut and to the profession as a whole. We consider it as nothing less than a vicious attack that has already led to a loss of reputation and damages to local area chiropractors, community and the profession.

Each day that passes, thousands of consumers are misled by these drive-by billboards with the implied endorsement by a public agency.

We are deeply concerned that the GBTA has endorsed this campaign either by acceptance of payment or, if true, by engaging in endorsement by a public agency of trade disparagement.

Unlike its title, there does not appear to be any consumer protection entity or charitable organization that is responsible for the statement.

We believe that the GBTA was paid to post these banners. If that is the case, then it is an improper use of a public agency for unfair business practices and trade disparagement.

At this time, our office is conducting a full investigation as to the origins, nature and extent of this advertisement and the damage it has already caused.

We hereby formally request that you provide my office with a copy of the agreement with GBTA that relates to this advertisement.

May 8 ,2006
Vincent J. Biondi, Chairman
Page 3

In the meantime, on behalf of the World Chiropractic Alliance and its members, demand is hereby made that the GBTA immediately **cease and desist** from allowing any buses from carrying these advertisements while being driven on public streets and/or highways. We hereby also demand that these placard be removed from any GBTA buses immediately.

It is also hereby demanded that a retraction be posted on all GBTA buses reflecting that the GBTA does not endorse the group responsible for this advertisement and does not advocate that chiropractic care is dangerous or can cause injury.

We are hopeful that the GBTA will take immediate corrective action in order to resolve this controversy amicably.

However, please be advised that in the event that action is not immediately taken on this matter, the WCA and several Bridgeport and Waterbury practicing chiropractors intend to enforce all of their legal remedies and actions in United States Federal and/or Connecticut State court against the promoters of this campaign and the GBTA, including seeking injunctive relief and monetary damages. The WCA will also consider referring this matter to federal, state and local agencies for investigation and enforcement.

Inasmuch as each hour that passes results in thousands of area residents being exposed to these defamatory advertisement, we would like to know, in writing, before **5:00 P.M. (E.S.T) today**, exactly what actions and measures the GBTA intends to take to correct this situation.

We await your written response.

Very truly yours,
LAW OFFICES OF CARLOS F. NEGRETE



CARLOS F. NEGRETE
Attorney at Law

CFN/me

cc: Dr. Terry Rondberg, President
World Chiropractic Alliance