

General Counsel and
Vice President of Corporate Affairs
Ext. [REDACTED]
[REDACTED]@PETAF.org

PETA
FOUNDATION

October 1, 2008

VIA EMAIL: sales@rojeleather.com
CERTIFIED MAIL, RETURN RECEIPT REQUESTED
7006 2760 0004 47 [REDACTED]
AND FIRST CLASS MAIL

Rojé Group
350 Bay Street Suite 100-108
San Francisco, CA 94133

Re: Defamatory statements against PETA

Dear Sir or Madam:

I am general counsel to PETA, and the purpose of this letter is to demand that you immediately cease and desist from making false and defamatory statements against PETA. Specifically, on your website rojeleather.com, you alleged that you have been the victim of unwarranted provoking and attempted vandalism by PETA.

As I am sure you are aware, your statements are untrue and defamatory *per se* as allegations of criminal conduct and will not be tolerated. Neither PETA nor anyone acting as an authorized PETA representative has ever committed or attempted any such act against you.

Upon receipt of this letter you are directed to immediately remove the defamatory language from your website and confirm with me that you, and all other persons associated with your website, will immediately cease and desist from making these or any other defamatory statements against PETA.

Your failure to comply with the directive of this letter will require PETA to consider alternative means of protecting itself and PETA expressly reserves all rights and remedies in this regard.

Very truly yours,
[REDACTED]

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PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS
FOUNDATION

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FAX 757-628-0780
E-MAIL info@fsap.org

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PETA FOUNDATION IS AN OPERATING
NAME OF THE FOUNDATION TO
SUPPORT ANIMAL PROTECTION