

STATE ATTORNEYS GENERAL
A Communication From the Chief Legal Officers
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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



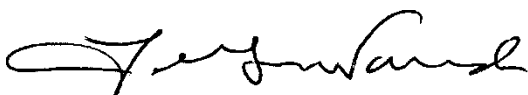
Chris Koster
Attorney General of Missouri



Dustin McDaniel
Attorney General of Arkansas



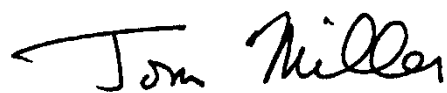
Joseph R. Biden, III
Attorney General of Delaware



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



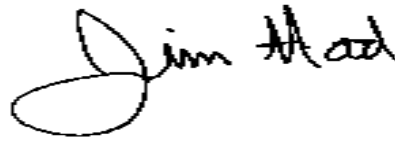
Janet Trafton Mills
Attorney General of Maine



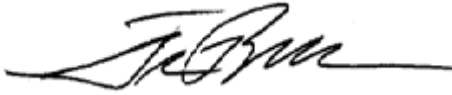
Douglas F. Gansler
Attorney General of Maryland



Michael Cox
Attorney General of Michigan



Jim Hood
Attorney General of Mississippi



Steve Bullock
Attorney General of Montana



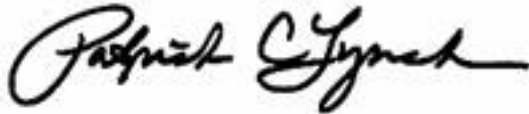
Catherine Cortez Masto
Attorney General of Nevada



Michael A. Delaney
Attorney General of New Hampshire



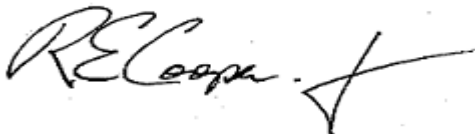
Richard Cordray
Attorney General of Ohio



Patrick C. Lynch
Attorney General of Rhode Island



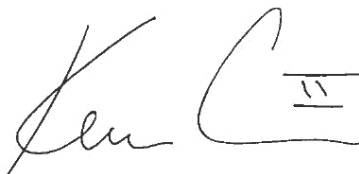
Henry McMaster
Attorney General of South Carolina



Robert E. Cooper, Jr.
Attorney General of Tennessee



Greg Abbott
Attorney General of Texas



Kenneth T. Cuccinelli, II
Attorney General of Virginia