

DirectEmployers Association

July 12, 2010

Attention: Steve Rothberg
CollegeRecruiter.com
3109 W. 50 Street – Suite 121
Minneapolis, MN 55410-2102

RE: Dissemination of False Information

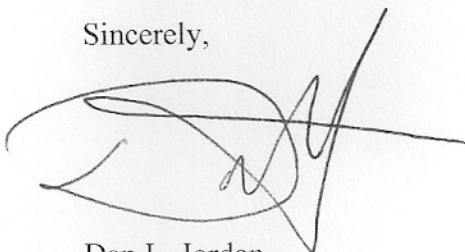
Dear Mr. Rothberg:

This letter hereby serves as notification that the information you have disseminated [“Employ Media, a for-profit organization owned by the non-profit Direct Employers (yes, that’s correct)”] regarding ownership of Employ Media LLC (hereinafter referred to as Employ Media) by DirectEmployers Association, Inc. (hereinafter referred to as DirectEmployers) is false. Employ Media is not, nor has ever been, owned by DirectEmployers. Therefore, DirectEmployers demands that you cease the dissemination of the aforementioned false information and retract said false information with regard to all sources of such publication.

DirectEmployers has verification that the aforementioned false information has been received by many college career centers. Said false information is deemed to be defamatory and a damaging impediment to the business conducted by DirectEmployers.

You have until 12:00 Noon on July 14, 2010 to effectuate a complete and comprehensive retraction of the aforementioned false information. Your failure to do so will be considered an act of actual malice that must be defended and for which injunctive relief must be sought.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dan L. Jordan', with a long horizontal stroke extending to the right.

Dan L. Jordan,
Chief Counsel