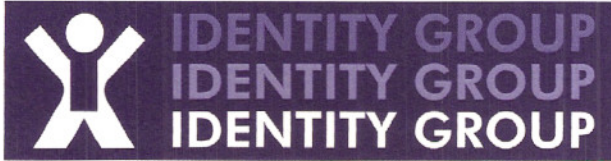


598473

63713
Charles



1480 Gould Drive • Cookeville, TN 38506 • 931.432.4000

November 3, 2009

State of Louisiana
Department of Justice
P.O. Box 94005
Baton Rouge, LA 70804
Attn: Charles Johnson

Dear Charles;

Per a letter dated October 27th, 2009, and our conversation on November 2, 2009, I'd like to respond to a complaint filed in the Consumer Section of the Attorney General's Office regarding signlettersontheweb.com.

Identity Group, based in Cookeville, TN, is the registered owner of the eCommerce site known as signlettersontheweb.com. Identity Group is a vertically integrated manufacturer of signage and visual communication products, and we manufacture, with very few exceptions (e.g. Gemini Sign products), the products offered for sale at signlettersontheweb.com.

Mr. Baker's assertion that signlettersontheweb.com does not manufacture what is sold on the site is factually incorrect. Identity Group owns the production facility, as well the domain name, and we would welcome an inspection of our Cookeville facility by anyone on your staff, should it be needed.

If you need any additional information, please don't hesitate to contact me.

Best regards,

A handwritten signature in dark ink, appearing to read "Patrick Spear", written over a light-colored background.

Patrick Spear
President/CEO
Identity Group

Enc.

RECEIVED

NOV 06 2009

OFFICE OF THE
ATTORNEY GENERAL
PUBLIC PROTECTION DIVISION