

Important Notice

(Your Associate Agreement may depend on it!)

All states have strict rules about correct company name use. When advertising, you must refer to the proper subsidiary as listed below for the state/province in which you will advertise:

OHIO:	Ohio Access to Justice
FLORIDA:	Pre-Paid Legal Services, Inc., of Florida
MISSISSIPPI:	National Pre-Paid Legal Services of Mississippi, Inc.
TENNESSEE:	Pre-Paid Legal Services of Tennessee, Inc.
VIRGINIA:	Legal Service Plans of Virginia, Inc.
ALABAMA:	Pre-Paid Legal Casualty, Inc.
ARIZONA	
ARKANSAS	
GEORGIA	
ILLINOIS	
MONTANA	
NEBRASKA	
WISCONSIN	
ALL OTHER STATES:	Pre-Paid Legal Services, Inc.
MULTIPLE STATES (except Ohio):	Pre-Paid Legal Services, Inc., and subsidiaries
CANADA:	PPL Legal Care of Canada Corporation Sample ads for use in only in open Province's!

IF YOU HAVE ANY DOUBTS, CALL MARKETING SERVICES AT 580-436-7424

PRE-PAID LEGAL

Marketing Associates Needed

Unlimited income potential • Complete training



Your Name

Independent Associate

Your Phone Number



PRE-PAID LEGAL SERVICES, INC., AND SUBSIDIARIES

*Providing quality legal care for
North America's families since 1972*

If you are interested in a full or part time marketing opportunity, or would like to know more about our legal service plans, call your Independent Associate today.

Your Name • Your Phone Number

**Pre-Paid Legal
Services, Inc., and
subsidiaries**

You have many rights as an
American citizen today.

Pre-Paid Legal Services can
show you how to protect your
legal rights at a low cost. With a
Pre-Paid Legal membership you
can access quality legal services
for less than a dollar a day. It is
important to know and exercise
your rights! But, if you don't
know your rights...you don't
have any! Call your Independent
Associate for more information:

Your Name
Contact Information

When your valued employee
has a legal problem, will
you be able to assure her that
she's covered?

Place
Picture
Here

With a **PRE-PAID LEGAL** benefit package, you can be confident your employee's legal problems will be handled quickly by a quality attorney firm with *her interests* at heart.

PRE-PAID LEGAL's position as one of America's pioneers in legal service plans allows us to provide access to the legal system at a reasonable cost while providing outstanding service.

This low-cost plan is designed to decrease absenteeism and raise employee morale. Help your employees keep their legal questions from becoming legal problems. Keep them on the job and on the ball.

Your Name • Independent Associate • Contact Information

PRE-PAID LEGAL SERVICES, INC., AND SUBSIDIARIES

Corporate Offices: One Pre-Paid Way • Ada, OK 74821 • 1-580-436-1234 • Visit our Web site at www.prepaidlegal.com

Serving America's families since 1972

It's To Your

Benefit

If you answer "YES" to two or more of the following questions, you can benefit from a Pre-Paid Legal Services, Inc., and subsidiaries legal plan!

Have you ever . . .

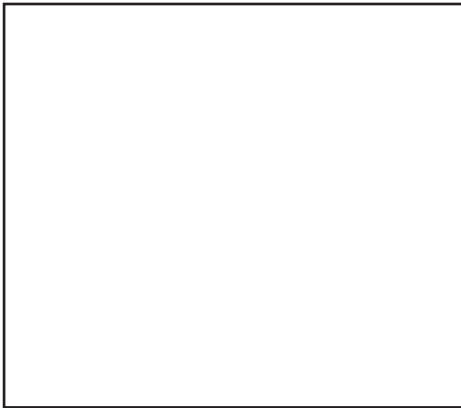
- thought about writing or revising your Will?
- purchased a home?
- had an income tax question?
- needed advice on community property laws?
- purchased a defective product and been ignored by the manufacturer?
- paid a bill you knew was unfair?
- been involved in a property dispute?
- received a moving traffic violation you thought was unjustified?
- been a defendant in a civil lawsuit?
- been involved in a separation or divorce?
- had a problem with child support or visitation rights?
- signed a legally binding document and been sorry later?
- wanted advice on a credit matter?
- worried about being audited by the IRS?
- had difficulty collecting an insurance claim?
- signed a lease you'd like to change?
- had questions about your civil rights?
- signed an escrow agreement and wished you'd had legal advice?
- needed assistance in dealing with the purchase of a new or used car?
- had questions about the legality of tax shelters?
- wanted to know about guardianship responsibilities for your children?
- had a question about your consumer rights?

With no obligation on your part, we can show you how over one million people have access to a lawyer for less than the cost of a cup of coffee a day.

*For more information, call:
Your Name, Independent Associate*

Q. *What's as important as medical insurance if you're sick?*

A. *Legal services if you're sued!*



A Pre-Paid Legal Services, Inc., and subsidiaries membership gives you the ability to access professional legal services at a fraction of the usual cost. We also take away the worry and frustration of locating a lawyer who can help, no matter what the problem.

To find out more about our service, call your Independent Associate today:

YOUR NAME
YOUR PHONE NUMBER

**When you need a lawyer,
you'll be *really* glad you have
one!**

Any time you have a legal problem or question, you can have access to a quality law firm through a Pre-Paid Legal membership. Now the services of a capable lawyer and preventive legal care are just a phone call away! Skeptical? Call us now and find out more!

Your Name • Independent Associate • Your Number

**Do your daily
decisions
leave you
worried
and
frustrated?**



With a Pre-Paid Legal Services, Inc., and subsidiaries membership, we can help ease some of those worries. As a part of the membership, you have access to quality lawyers for legal advice and services.



For more information contact:
Your Name
Independent Associate
Contact Information

Show them that you care

Safeguard

the family you love.

What do you get when you're a member of Pre-Paid Legal?

Confidence in your daily decisions.

Peace of mind with your personal affairs.

Security for your family.

Protection of your legal rights.

Advice from courteous and concerned attorneys.

Answers to your questions.

Call today for more information on how to access the legal system!



Your Name
Independent Associate
Contact Information

PRE-PAID LEGAL SERVICES, INC., AND SUBSIDIARIES

Membership Advertisements

Important Note: The verbiage in the following advertisements are designed to be utilized in newspapers, flyers, magazines, newsletters, radio, etc.

- #1 You have many rights as an American citizen today. Pre-Paid Legal can show you how to protect your legal rights at a low cost. With Pre-Paid Legal, you can prepay your most common legal needs, much like you prepay your medical needs. It is important to know and exercise your legal rights as an American citizen. Call (Your Name), Independent Associate, at (Phone Number).
- #2 What can you buy for less than a dollar a day? Maybe a newspaper or cup of coffee? What about an entire day's worth of legal rights protection? With a Pre-Paid Legal membership, our members have access to a nationwide network of quality attorneys. Call your local Independent Associate today for more details. (Your Name) at (Phone Number).
- #3 With a Pre-Paid Legal membership, you won't worry about the cost of legal help because our membership helps you pay for the legal services you need most. It's the sensible way to handle your legal matters. Shouldn't you know more? Call (Your Name), Independent Associate, at (Phone Number).
- #4 Do your daily decisions leave you worried and frustrated? With a Pre-Paid Legal membership, we can help ease some of those worries. As a part of the membership, you have access to quality lawyers for legal advice and services. Call your local Independent Associate today. (Your Name) at (Phone Number).
- #5 What do you get when you're a Pre-Paid Legal member? Confidence in your daily decisions. Peace of mind with your personal affairs. Security for your family. Protection of your legal rights. Advice from courteous and concerned attorneys. Answers to your questions. Because if it's a Pre-Paid Legal product- it works! Call (Your Name), Independent Associate, at (Phone Number).
- #6 What's worse than needing legal help? Not having access to it! Our Pre-Paid Legal membership helps you prepay for the legal services you need most. For more information contact your local Independent Associate today! (Your Name) at (Phone Number).
- #7 No matter what kind of legal situation you face you can depend on your Pre-Paid Legal membership to save you money and worry. No other legal service plan available today is more comprehensive than a Pre-Paid Legal membership. Call your Independent Associate, (Your Name) at (Phone Number) for more information.
- #8 When you need a lawyer, you'll be *really* glad you have one. Any time you have a legal problem or question, you can have access to a quality law firm. With a Pre-Paid Legal membership, the services of a capable attorney are just a phone call away! Skeptical? Call us now and find out more! (Your Name), Independent Associate, at (Phone Number).

- #9 Paying full price for a lawyer is like throwing money down the drain. With Pre-Paid Legal, having access to an experienced lawyer is no longer a financial decision. Call for more information on how to access the legal system through our low cost legal plan. (Your Name), Independent Associate, at (Phone Number).
- #10 There's no substitute for good legal counsel, especially today. Legal situations and questions pop up without notice. Any one of them could become a serious problem. Pre-Paid Legal helps you prepay for the legal help you are likely to need most. Because when you're facing a legal problem, no other legal service plan available today gives you more legal rights protection than a Pre-Paid Legal membership. See for yourself! Call (Your Name), Independent Associate, at (Phone Number) today!
- #11 You're never alone. Finding a lawyer can be difficult. Obtaining a reliable one can be costly. With a Pre-Paid Legal membership, our nationwide network of accomplished attorneys are just a phone call away. What are you waiting for? Have convenient, accessible legal services today! Call (Your Name), Independent Associate, at (Phone Number).
- #12 If you have teenage drivers...if you own property...if you buy with credit...if you deal with contract laborers or rent your home...you need Pre-Paid Legal. Protect the legal right of yourself and your family the easy, inexpensive way with a Pre-Paid Legal membership. As a Pre-Paid Legal member, you get the attention you deserve! Put a Pre-Paid Legal membership to work for you today! Call (Your Name), Independent Associate, at (Phone Number).
- #13 If you faced a legal situation today, could you come up with enough money to pay an attorney for representation? How easy would it be to replace those funds? Legal coverage provides security and peace of mind for you and your family. You hope you never have to use it, but when you do, you will be glad it's there. Put the 30 plus years of experience of Pre-Paid Legal to work for you today. Call (Your Name), Independent Associate, at (Phone Number).
- #14 Which is worth more to you? A cup of coffee or peace of mind knowing you have access to a lawyer when you need one. To learn more on how to access the legal system with a Pre-Paid Legal membership for a low monthly cost call your local Independent Associate today! (Your Name) at (Phone Number).
- #15 Everybody needs people they can rely on. People they can trust. People who will be there in a pinch - with no excuses. People who are dependable, who will stand by you. People who keep their promises. For trustworthy, reliable legal help, try Pre-Paid Legal. Because at Pre-Paid Legal, it's not your problem, it's our problem. Call (Your Name), Independent Associate, at (Phone Number).
- #16 It's just a buck. One little dollar. You probably have one crumpled up in your pocket right now. You could feed it to a vending machine, or you could have access to the legal system for a low monthly cost through Pre-Paid Legal. For more information contact (Your Name), Independent Associate, at (Phone Number).
- #17 Don't take a chance with your legal needs. When you're a member of Pre-Paid Legal, you can find the right lawyer by just making one simple phone call. Access the legal system for a low monthly cost. Call for more information (Your Name), Independent Associate, at (Phone Number).

- #18 No matter what kind of legal situation you face, you can depend on your Pre-Paid Legal membership to save you money and worry. Get the legal help you need when you need it without worrying about the cost. With Pre-Paid Legal, legal support for you and your family is as close as your phone. Don't you owe it to yourself to learn more? Call (Your Name), Independent Associate, at (Phone Number).
- #19 What is as important as medical insurance if you are sick? Legal services if you're sued! A Pre-Paid Legal membership gives you the ability to access professional legal services at a fraction of the usual cost. We also take away the worry and frustration of locating an attorney who can help. To find out more about our service or to become an Independent Associate call: (Your Name), Independent Associate, at (Phone Number).
- #20 Business owners have a lot to worry about. With the Business Owners Legal Solutions Plan, we can help ease some of those worries. As a part of the BOLSP membership, you have access to quality lawyers for legal advice and services and also receive valuable consulting and more with GoSmallBiz.com. Call your Pre-Paid Legal Independent Associate for more information, (Your Name) at (Phone Number).
- #21 Commercial Drivers, what would you do if your license was suspended or revoked? Call your local Independent Associate for more information on the Commercial Drivers Legal Plan offered by Pre-Paid Legal. This is a plan that you can not be without. (Your Name) at (Phone Number).



Confused?

There are many career choices in today's world. Maybe you're tired of the corporate scene, or maybe you want to own your own business. Whatever the reason, if you are looking for a new direction in your career, take a look at Pre-Paid Legal.

You can have unlimited income potential with a publicly held company. Competitive commission structure with renewal income potential.

If you are interested in a full or part time marketing opportunity, or would like to know more about our legal service plans, call your Independent Associate today.

Your Name • Contact Information

Independent Marketing Associates Needed For Pre-Paid Legal

Get the money you need when you need it!
Now is the time to plan your strategy and
consider the advantages of running your own
business!

Be Your Own Boss!

Full-Time

Part-Time

Unlimited Income Potential



Call (Your Name), Independent
Associate, at (Phone Number) for
full details.

Opportunity Advertisements

- #1 Independent marketing associates needed to sell legal service plans offered by Pre-Paid Legal a 30 plus-year-old NYSE company. Unlimited income potential and training provided. Call (Your Name), Independent Associate, at (Phone Number).

- #2 Sales opportunity with national company in Pre-Paid Legal. Be your own boss! Unlimited income potential. Call (Your Name), Independent Associate, at (Phone Number).

- #3 Associates of Pre-Paid Legal will be expanding our services in the (name of city or state) area. We are looking for new associates to help us build our business. For information, please contact (Your Name), Independent Associate, at (Phone Number).

- #4 Pre-Paid Legal is expanding in your area. Salesperson's dream! National company offering a service everyone needs. Competitive commissions with renewal income potential. Training provided. Call (Your Name), Independent Associate, at (Phone Number) for full details.

- #5 Get the money you need when you need it! With today's concerns about rising taxes, now is the time to plan your strategy and consider the advantages of running your own business. We'll show you how to get started with Pre-Paid Legal and provide on-going training. Unlimited income potential. Call today! (Your Name), Independent Associate, at (Phone Number).

- #6 Be your own boss! Unlimited income potential marketing a service everyone needs with Pre-Paid Legal. Low start-up costs. Call today! (Your Name), Independent Associate, (Phone Number).

- #7 If you are interested in a full-time or part-time marketing opportunity with Pre-Paid Legal, or would like to know more about our legal service plans, call your Independent Associate today! (Your Name) at (Phone Number).

- #8 Still fighting the morning traffic to work? As a Pre-Paid Legal Independent Associate, you can set your own hours and be your own boss because you are in business for yourself but not by yourself. Call your Independent Associate for more information on how to get started. (Your Name) at (Phone Number).

- #9 Tired of punching a timeclock? If you are interested in a full-time or part-time marketing opportunity with Pre-Paid Legal and would like to know more about owning your own business call your local Independent Associate today! (Your Name) at (Phone Number).
- #10 Are you getting paid what you are worth? Get the money you need, when you need it. Unlimited income potential and training provided being a Marketing Associate for Pre-Paid Legal. To learn how to get started, call today! (Your Name), Independent Associate, at (Phone Number).
- #11 Too much month at the end of your money? Competitive commissions with renewal income potential in Pre-Paid Legal. Be your own boss and set your own hours. For more information on financial freedom call your local Independent Associate today! (Your Name) at (Phone Number).
- #12 Congratulations! You are in the right place at the right time! Pre-Paid Legal is the right company with the right opportunity you have been looking for! So how does it work and how do you get paid daily? Call your local Independent Associate to find out more. (Your Name) at (Phone Number)
- #13 You can create explosive income-earning potential by building your own business. Be your own boss and set your own hours. This is an opportunity of a lifetime with Pre-Paid Legal. For more information contact (Your Name), Independent Associate, (Phone Number).
- #14 This is a business opportunity you don't want to miss. Salesperson's dream. PT/FT. You can make your own hours with Pre-Paid Legal. Don't miss out. Call today! (Your Name), Independent Associate, at (Phone Number).
- #15 Do you dream of owning your own business? Don't delay. Call your local Independent Associate for more information. PT/FT opportunity with Pre-Paid Legal. Be your own boss!
Call Today! (Your Name) at (Your Number).
- #16 Pre-Paid Legal is a publicly traded company on the NYSE and is expanding its services in your area. For more information on how to become an Independent Associate of this fascinating company, call today! (Your Name), Independent Associate, at (Phone Number).

- #17 Are you missing out on the finer things in life? With Pre-Paid Legal you can have unlimited income potential with the ease of creating your own hours. PT/FT. Call your local Independent Associate today to learn more! (Your Name) at (Phone Number).
- #18 Is your current job taking you nowhere? As a Pre-Paid Legal Independent Associate, you can set your own hours and be your own boss because you're in business for yourself but not by yourself. To learn more about this amazing business opportunity, call: (Your Name), Independent Associate, at (Phone Number).
- #19 Unlimited income potential marketing a service everyone needs. With only 2% market penetration, the growth potential is phenomenal. Don't miss out on this amazing business opportunity to be a Pre-Paid Legal Associate. Call your Independent Associate today! (Your Name) at (Phone Number).
- #20 Tired of sitting behind a desk all day? Call your local Independent Associate to learn how to leave that desk behind. Work FT/PT marketing Pre-Paid Legal while being your boss! What are you waiting for? Call (Your Name) at (Phone Number).

When using "training provided," you must be committed to providing the training. You cannot list under the "Help Wanted/Employment" sections of the classified ads- ads must be listed as "Business Opportunity". If the publication you wish to advertise with does not offer this section you can request it be added.



PRE-PAID LEGAL SERVICES, INC.

Corporate Offices: One Pre-Paid Way • Ada, Oklahoma 74820 • 580/436-1234 • www.prepaidlegal.com

Advertising Review Request Form

Attn: Corporate Communications

Fax: 580-421-6305

Date: _____ Pages: _____

Name: _____

Associate #: _____

Return fax #: _____

State/Province advertisement will appear: _____

Type of advertising: _____
(Example: newspaper, flyer, radio, television...)

Comments: _____

Any printed or recorded materials used to promote your PPL business through membership sales or recruiting must be approved by the Corporate Offices prior to use or distribution.

NOTE: All advertisements should be resubmitted every six months to insure current.

All ads need to be faxed or mailed to us. We do not listen to ads, or take or give ad approvals over the phone. Unless a return fax number is clearly stated on the ad, we will return the approval by regular mail. All ads that have been reviewed will be returned with a written response from Corporate Communications.