

LAW OFFICES OF
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March 2, 2009

Danny Brown
Press Release PR
3718 Woodruff Cr.
Mississauga, ON
L4T 1T9
Canada

Dear Mr. Brown:

Please be advised that this office represents Melrose Jewelers ("MJ" or "my client"), a pre-owned Rolex watch internet sales company selling watches through its internet site, www.melrosejewelers.com. It has come to my client's attention that your company, Press Release PR, have published negative content on your website, www.dannybrown.me, specifically the January 10, 2009 article entitled "When Does Embellishing End and Lying Begin?" which negatively portrays the advertising practices of my client by characterizing those business practices as lacking in moral character, integrity, common sense and public relations skills.

My client takes exception to your comments which seem more akin to rhetoric designed to, by your own admissions in the comments section of the article in which you claimed you had conversations with unnamed Rolex executives, to incite the Rolex to take actions and/or make comments about my client's advertising.

My client maintains that your comments are causing him to suffer business damages because of the negative influence they are having on the sale of my client's products to internet viewers. These comments are ill advised, may be legally defamatory, or may constitute interference with contract and/or prospective business advantage. This is especially true if you yourself are somehow associated with an internet watch sales business, as my client is informed and believes. If this is correct, this may also constitute unfair business practices and other business torts.

Further, the fact that you describe my client as "little more than a second hand watch shop" is a slight upon my client's business that disparages his products and services. In fact, my client's business is very valuable to potential customers because it fills a niche market that allows individuals who desire fine watches, but cannot afford to purchase them new, to obtain them pre-owned at a significant discount in price.

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As such, my client demands that you cease such comments designed to reduce purchases of his products because such comments are causing MJ's damages through loss of business.

If you do not immediately remove the said materials and notify this office in writing that you have done so, my client will have no choice but to consider pursuing other alternatives to mitigate any damages.

If you have any questions or comments, please contact me at (310) 280-0983, or email me at this email address: pdcole@cyberverse.com so that we may more fully discuss this matter.

Thank you for your expected cooperation.

Very truly yours,

LAW OFFICES OF PETER D. COLE

A handwritten signature in blue ink, appearing to read 'P. Cole', is positioned below the typed name.

Peter D. Cole, Esq.

PDC:j