

**LAW FIRM OF
RUSSELL ANTHONY DEPERSIA, LLC**

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EffecTV
3 Bala Plaza
Bala Cynwood, PA

Re: CEASE AND DESIST FALSE ADVERTISEMENT REGARDING BETH SAWYER

Dear Sir or Madam:

This firm is of counsel to the Gloucester County GOP. Your company has been running an ad on cable television that is factually false in regard to Beth Sawyer, a candidate for the New Jersey State Assembly. The advertisement blatantly misrepresents Ms. Sawyer's history to mislead New Jersey voters. We respectfully demand that your company refuse to air the advertisement and that no similar airings of this misleading content be allowed in the future.

The Advertisement's claims are provably false. Ms. Sawyer has never had a government paying job, as your ad claims. The reference to unpaid medical bills is also false and misleading. The medical bill in question was the responsibility of her ex-husband pursuant to their divorce decree, even though Ms. Sawyer paid the bill in full in 1997. As to the claim of unpaid property taxes, Ms. Sawyer was no longer the owner of that property when the tax bill accrued. Again, these are all completely false allegations.

You are hereby put on notice to immediately cease and desist from placing such false advertisements.

Please be guided accordingly.

Very truly yours,



Russell A. DePersia
RAD/htfeae