



**VIA EMAIL**

August 25, 2009

Lauren Reynolds  
10News  
4600 Air Way  
San Diego, CA 92102

Re: Alliance Law Center

Ms. Reynolds,

I am in receipt of your email dated August 21, 2009. I can advise you of the following:

*You gave me a phone number for Apollo which led nowhere*

That is the phone number for Apollo, which I advised you in my experience, usually goes to voicemail. On your website, you confirm that I provided you "with another phone number for Apollo, which led to an answering machine."

*Alliance Law Center has an "F" with the better business bureau*

An F with the Better Business Bureau results from unresolved complaints.

*A former employee says Apollo simply turned into Alliance*

I was not involved with Alliance Law Center at the time of its incorporation, but I understand that is not what happened.

You have declined to provide me with the identity of the former employee. Does the former employee have any motive to be biased in this situation?

*He says he was told to lie to clients on the phone and say he didn't know how much the charge would be, but that he knew it was \$3000*

Alliance's legal fees have consistently varied based on the quantity of work anticipated. During my tenure with Alliance, an attorney has always been required to review potential cases, quote a fee, and sign off on the file before a client has retained the firm. I know of no situation where any employee at Alliance was told to lie to potential clients.

*He could split 50/50 with Alliance Law Center any extra he was able to sell*

From time to time, bonuses were paid to staff based on productivity, but not as you describe them.

*No one was turned down, unless they didn't have the money to pay upfront fees*

Again, potential clients' files were reviewed by an attorney before a fee was quoted. If there was a reasonable belief, based on the representations of the potential client, that payment relief may be obtainable for the client, then the client had the opportunity to retain the firm. No guarantees, warranties or predictions regarding the outcome of the matter were given. The fee agreement which clients signed acknowledged this, and other issues. In addition, Alliance has accepted payment plans from many clients.

*He was given a cross directory to cold call potential clients*

My understanding is that all potential clients were contacted as a result of asking to be contacted for potential loss mitigation services. No cold calling was ever undertaken.

*He says Alliance could bring in 300 new clients per month, roughly \$1,000,000*

This kind of volume significantly exceeds any data I have ever seen. It is certainly not the case since my tenure began.

*It also states Alliance will abide by Apollo's 90 day money back guarantee*

I would ask that you forward me the correspondence in question. It originated prior to my tenure at Alliance. I would be surprised if it represents that Alliance would refund a fee which a client had paid to Apollo, as that does not appear to make any sense.

*She, too, says Apollo and Alliance are one in [sic] the same, simply one company that turned into another*

I don't believe one company turned into another. I understand Alliance was newly incorporated in November 2008.

*To get a refund, Alliance directed her to an address for Apollo in Pacific Beach. That address is simply a PO Box at a UPS Store*

I am advised that Apollo that it is a non-trading entity

*When I visited your office, I met a man who refused to give me his name. He says he doesn't work for Alliance, but then defended the company. Who is he?*

He is an employee of another company which has provided operational support to Alliance. He has no connection to any of the files you have mentioned, and I would ask that you consider his privacy, family and children, and not run footage of him.

*In writing, Alliance claims to have earned its fee but refused to provide a breakdown*

If a client paid Alliance, then the client has the remedy of fee arbitration with Alliance under the agreement. If a client paid Apollo, then the client's remedy for fees is with Apollo.

*Attorneys must provide statements explaining fees earned*

I don't believe our office has ever refused to account for fees on a case where we received the fee. If Apollo received the fee, then obviously Alliance did not receive it, and Alliance cannot account for Apollo's fees, nor refund them.

In this case, you should make sure you determine whether the client has been provided with an accounting for fees, and a refund of the fees paid by Apollo to Alliance, before you broadcast.