

Greenberg Traurig

July 27, 2005

Mr. Eric C. Tackett
California Investigative Academy
18627 Brookhurst Street, #191
Fountain Valley, CA 92708

Re: Advertisement for Seminar on Chiropractic Claims

Dear Mr. Tackett:

Our firm represents the California Chiropractic Association (“CCA”).

On behalf of our client, I am writing to demand that you depublish your advertisement for the September 16, 2005 insurance seminar on chiropractic claims as it contains patently false misrepresentations regarding chiropractic practice which give rise to a cause of action based on unfair competition, false advertising, trade libel, and intentional interference with prospective economic advantage.

Your representation that “at least 90% of all chiropractic claims submitted in health care, liability, and workers’ compensation claims are illegal or improper on some level” is utterly without basis in fact and is outrageously false. Further, your contention that attendees will “save 10 times the cost of this seminar in your next two personal injury or workers’ comp claims” is similarly unsupportable and is misleading in the extreme. Further, your seminar title “Why are you still paying chiropractic claims?” disparages the chiropractic profession unfairly and severely. Last, the overall tenor of the advertisement is grossly disparaging to the chiropractic profession.

The inaccurate, misleading, and disparaging statements contained in your letter threaten significant harm to doctors of chiropractic who practice in this state and to those who seek to do so in the future. Moreover, to the extent that the advertisement is circulated more broadly, chiropractic doctors elsewhere are equally threatened by the disparagement.

Given the inaccuracy of the statements in question, the California Investigative Academy’s action in publishing the advertisement constitutes unfair competition under California Business and Professions Code §§17200 et seq., false advertising under California Business and Professions Code §§17500 et seq., trade libel, and interference with prospective business advantage. Under the respective statutory and common law authorities, the California Investigative Academy and its responsible officials can be held liable for any and all damages suffered by all affected doctors of chiropractic, as well as for punitive damages, attorneys’ fees, and injunctive relief.

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TALLAHASSEE
TYSONS CORNER
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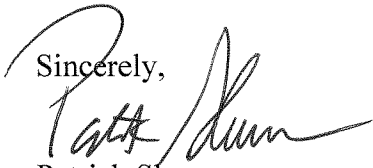
We hereby demand that you immediately depublish the offending advertisement and post a statement of retraction on your web site in a way that is as equally conspicuous as the offending advertisement itself. Such a retraction is necessary to mitigate any further damages to our rightful interests.

Furthermore, we also request that within five business days you send us written confirmation that these corrective measures have been taken.

If the California Investigative Academy fails to depublish the advertisement and post a retraction, then CCA will be forced to take all appropriate legal action to protect the rights and interests of doctors of chiropractic to practice the profession.

Nothing contained herein shall constitute any admission of any fact or issue, or any waiver of any right or defense of CCA or its employees, all of which are expressly reserved hereby.

Sincerely,



Patrick Shannon

Cc: Bill Howe, Executive Director, California Chiropractic Association
Charlene Ferguson, Licensing Services Branch, Department of Insurance
Jim Harrington, Chief, Investigation Bureau, Department of Insurance