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PRE-PAID LEGAL SERVICES INC. CHANGING LIFE STYLES OF AFRICAN AMERICANS

Dateline Washington, DC: During testimony on the "State of the African American Male" hosted by the Congressional Black Caucus on November 15, Harry C. Alford, President/CEO, of the National Black Chamber of Commerce, Inc. listed opportunities to overcome barriers of employment within African American communities. The number one opportunity caught everyone's attention. He stated that Pre-Paid Legal Services Inc. (NYSE:PPD) is offering an immense opportunity in terms of income and a badly needed service.

Congressman Danny Davis noted in his introductory remarks that "African American males are the first arrested and the last to get a lawyer". Alford noted that Pre-Paid Legal Services offers good legal service on demand for those enrolled in the program. "It's like an insurance policy for reputable lawyers". One agreed reason for the high concentration of Blacks in prison and in legal trouble per se is the lack to good legal access.

Equally important, states the NBCC, to work within the Pre-Paid Legal Services network provides a great opportunity for income. A good example of this is the success of Darnell Self. Darnell, located in Maryland, has built a network of Pre-Paid Legal Services representatives numbering over 58,000 (98% African American) throughout the nation. More than a few of these representatives are earning six figure incomes by providing this service. A conference of these representatives was held recently in Orlando, FL and over 4,000 attended.

"Darnell is improving the quality of life for many thousands of African Americans and adding to the ever growing African American middle class. It doesn't matter about your background or level of experience - hard work and self-motivation are the two keys to this story", states Mr. Alford.

The NBCC notes that some of the best performers within the Pre-Paid Legal Services are persons who have been incarcerated themselves and have decided to change their lives around. There are retirees, college students, housewives and representation from just about all other categories.

The Chamber will be encouraging their network of 100,000 business owners to look at this program as another tool for good legal service and as an opportunity for additional income. Mr. Self and his wife, Traci, will be honored for their entrepreneurial skills by the NBCC. Five years ago, Mr. Self was selling shoes in a shopping center.