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VIA ELECTRONIC MAIL

BoingBoing
Mark Frauenfelder
Legal Department
mark@boingboing.net

Re: Libel committed on your BoingBoing website

Dear Mr. Frauenfelder:

We represent The Academic Advantage, Inc. ("The Academic Advantage"). It has come to our client's attention that there is a link on your website which defames The Academic Advantage. This unlawful and impermissible link address is causing my client significant and possibly irrevocable damage. The Academic Advantage is a well regarded company and community leader, which has received recognition from numerous public officials, including from governors and senators throughout the country, as well as high accolades from scores of parents and children. Unfortunately, however, the BoingBoing website has created an association of "scam" with the Academic Advantage. The following hyperlink is where the libelous web address can be found:

<http://boingboing.net/2009/07/16/autism-as-an-academi.html>

Enclosed is a printout of the webpage for your convenience.

It is clear there is no purpose to this web address but to falsely accuse the Academic Advantage of being a scam or at least associating the Academic Advantage with a scam. There is absolutely no helpful reason for the website to have the words "Academic," "Advantage" and "Scam" which leads me to believe it was created for malicious purposes. Claiming that our client's tutoring services program is a "SCAM" is prima facie defamation and designed to do nothing more than damage our client's reputation.

We are respectfully requesting that BoingBoing immediately take down any and all such links from the website in order to avoid any further damage to our client's reputation and business as well as an unnecessary escalation of these matters as between my client and BoingBoing. The Academic Advantage provides tutoring services to thousands of children, from Kindergarten through Twelfth Grade. Given the nature of our client's services, involving the tutoring of young children, false accusations of lying, cheating, and stealing is particularly damaging to our client's business. BoingBoing cannot in good conscience allow this hyperlink to remain.

Please kindly remove or rename the above listed link from your site immediately. If you have any questions or would like to discuss things in more detail, please feel free to contact me. In the meantime, I thank you in advance for your cooperation in resolving these matters.

Very truly yours,

LAZAR, AKIVA & YAGOUBZADEH

Jubin J. Niamehr
Attorney at Law

cc: File/JN/MA