

IN THE IOWA DISTRICT COURT FOR POLK COUNTY

**STATE OF IOWA** *ex rel.*  
THOMAS J. MILLER,  
ATTORNEY GENERAL OF IOWA,

Plaintiff,

v.

**DIRECT RESPONSE ADVERTISING,  
INC.,**  
a New York corporation;

**DAVID VOGEL,**  
in his individual capacity and his corporate  
capacity as manager/owner/officer of the  
corporate defendant;

**MICHAEL GEISINGER,**  
in his individual capacity and his corporate  
capacity as manager/owner/officer of the  
corporate defendant;

and

**LEE MOORHEAD,**  
in his or her individual capacity and his or her  
corporate capacity as a representative of the  
corporate defendant;

Defendants.

**EQUITY No. EQCE 078931**

**PETITION IN EQUITY**

The State of Iowa *ex rel.* Attorney General Thomas J. Miller, through Assistant Attorney General Steve St. Clair, states as follows in this enforcement proceeding against the above-named Defendants under the Iowa Consumer Fraud Act, Iowa Code § 714.16, and the Older Iowans Law, Iowa Code § 714.16A:

## INTRODUCTION

Defendants are responsible for a long-term effort to cheat elderly Iowans and others by lying to them to get their money, through letters purporting to be from persons (or personas) like Lee Moorhead, "Psychic & Mystic." The lies are heartless and predatory – claiming, for example, that Moorhead sincerely wants to establish a deep lasting friendship with the recipient of the mailing; that the recipient was specially and individually selected for this special attention; and that Moorhead is committed to using her special powers to protect the person from dangerous situations and bring about badly-needed financial relief and other help. These lies are told to tens of thousands -- if not hundreds of thousands -- in a cynical effort to divert to Defendants as much of the victim population's limited resources as possible.

The facts warrant forceful application of all of the remedies available under the Consumer Fraud Act, including full restitution, complete disgorgement of all payments ever received from Iowans,<sup>1</sup> and civil penalties of \$40,000.00 *per violation per defendant*, increased by \$5,000.00 for each violation directed against an older Iowan. These remedies are needed to return ill-gotten gains to Iowans, penalize these Defendants for their inexcusable conduct, and deter others who might have similar designs on vulnerable older Iowans.

## PARTIES AND VENUE

1. Thomas J. Miller is the Attorney General of the State of Iowa, and is expressly authorized by Iowa Code §§ 714.16 (6) & (7) of the Consumer Fraud Act ("CFA") to bring this action on behalf of the State of Iowa.

2. Direct Response Advertising, Inc. ("Direct Response") is a for-profit corporation, incorporated in New York in June of 1992, and having a business address of 56 West 45<sup>th</sup> Street,

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<sup>1</sup> No statute of limitations applies to this enforcement action by the State of Iowa. *See Fennelly v. A-1 Machine & Tool Co.*, 728 N.W.2d 163, 168 (Iowa 2006).

New York, New York 10036. Direct Response is owned equally by Defendants Vogel and Geisinger.

3. David Vogel is a resident of Short Hills, New Jersey, and is president and CEO of Direct Response, in addition to being half-owner of the company. In these capacities and otherwise, upon information and belief Mr. Vogel originated, oversees, controls, influences, and/or participates in the conduct described herein in a manner and to an extent that renders him legally responsible for the violations alleged, and thus subject to the remedies requested.

4. Michael Geisinger is a resident of New York, New York, and is founder and president of Direct Response, in addition to being half-owner of the company. In these capacities and otherwise, upon information and belief Mr. Geisinger originated, oversees, controls, influences, and/or participates in the conduct described herein in a manner and to an extent that renders him legally responsible for the violations alleged, and thus subject to the remedies requested.

5. Lee Moorhead's place of residency is currently unknown. Moorhead is the figure in whose name the solicitations at issue have been directed to Iowans. Moorhead is presented as an older woman in such solicitations and other promotions. To the extent Moorhead makes, permits to be made, or materially participates in the making of the representations and claims attributed to her in the solicitations at issue, or otherwise participates in the conduct described herein, Moorhead is legally responsible for the violations alleged, and is thus subject to the remedies requested.

6. Venue is proper in Polk County pursuant to Iowa Code § 714.16 (10) because Defendants have done business in Polk County, have directed the solicitations at issue to residents

of Polk County, and have received payments from residents of Polk County through such solicitations.

### JURISDICTION

7. Iowa Code § 714.16 (2)(a) of the Consumer Fraud Act provides in pertinent part:

*The act, use or employment by a person of an unfair practice, deception, fraud, false pretense, false promise, or misrepresentation, or the concealment, suppression or omission of a material fact with intent that others rely upon the concealment, suppression, or omission, in connection with the lease, sale, or advertisement of any merchandise or the solicitation of contributions for charitable purposes, whether or not a person has in fact been misled, deceived, or damaged, is an unlawful practice.*

*It is deceptive advertising within the meaning of this section for a person to represent in connection with the lease, sale, or advertisement of any merchandise that the advertised merchandise has certain performance characteristics, accessories, uses, or benefits or that certain services are performed on behalf of clients or customers of that person if, at the time of the representation, no reasonable basis for the claim existed. The burden is on the person making the representation to demonstrate that a reasonable basis for the claim existed.*

8. Iowa Code § 714.16 (1) of the CFA provides the following definitions:

*(f) "Deception" means an act or practice which has the tendency or capacity to mislead a substantial number of consumers as to a material fact or facts.*

*(i) The term "merchandise" includes any objects, wares, goods, commodities, intangibles, securities, bonds, debentures, stocks, real estate or services.*

*(n) "Unfair practice" means an act or practice which causes substantial, unavoidable injury to consumers that is not outweighed by any consumer or competitive benefits which the practice produces.*

9. Iowa Code § 714.16 (3) of the CFA provides as follows:

*When it appears to the attorney general that a person has engaged in, is engaging in, or is about to engage in any practice declared to be unlawful by this section or when the attorney general believes it to be in the public interest that an investigation should be made to ascertain whether a person in fact has engaged in, is engaging in or is about to engage in, any such*

*practice, the attorney general may: (a) Require such person to file on such forms as the attorney general may prescribe a statement or report in writing under oath or otherwise, as to all the facts and circumstances concerning the sale or advertisement of merchandise by such person, and such other data and information as the attorney general may deem necessary; ...*

10. Iowa Code § 714.16 (4)(a) of the CFA provides:

*To accomplish the objectives and to carry out the duties prescribed by this section,<sup>2</sup> the attorney general, in addition to the other powers conferred upon the attorney general by this section, may issue subpoenas to any person, administer an oath or affirmation to any person, conduct hearings in aid of any investigation or inquiry, prescribe such forms and promulgate such rules as may be necessary, which rules shall have the force of law.*

11. Iowa Code § 714.16 (7) of the CFA provides, in pertinent part:

*Except in an action for the concealment, suppression, or omission of a material fact with intent that others rely upon it, it is not necessary in an action for reimbursement or an injunction, to allege or to prove reliance, damages, intent to deceive, or that the person who engaged in an unlawful act had knowledge of the falsity of the claim or ignorance of the truth.*

12. In describing remedies under the CFA, Iowa Code § 714.16 (7) provides in pertinent part as follows:

*If it appears to the attorney general that a person has engaged in, is engaging in, or is about to engage in a practice declared to be unlawful by this section, the attorney general may seek and obtain in an action in a district court a temporary restraining order, preliminary injunction, or permanent injunction prohibiting the person from continuing the practice or engaging in the practice or doing an act in furtherance of the practice. The court may make orders or judgments as necessary to prevent the use or employment by a person of any prohibited practices, or which are necessary to restore to any person in interest any moneys ... which have been acquired by means of a practice declared to be unlawful by this section ...*

*In addition to the remedies otherwise provided for in this subsection, the attorney general may request and the court may impose a civil penalty not to exceed forty thousand dollars per violation against a person found by the*

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<sup>2</sup> The “section” is the entire Consumer Fraud Act, which is contained in its entirety within section 714.16 of the Code of Iowa.

*court to have engaged in a method, act, or practice declared unlawful under this section; provided, however, a course of conduct shall not be considered to be separate and different violations merely because the conduct is repeated to more than one person. In addition, on the motion of the attorney general or its own motion, the court may impose a civil penalty of not more than five thousand dollars for each day of intentional violation of a ... permanent injunction issued under authority of this section.*

13. Iowa Code §§ 714.16A (1) & (3) provide, respectively:

*If a person violates section 714.16, and the violation is committed against an older person, in an action by the attorney general, in addition to any other civil penalty, the court may impose an additional civil penalty not to exceed five thousand dollars for each such violation.*

*As used in this section, 'older person' means a person who is sixty-five years of age or older.*

Factors to be considered in imposing an additional civil penalty under section 714.16A are set forth at Iowa Code § 714.16A.2.

#### **ADDITIONAL FACTUAL BACKGROUND AND ALLEGATIONS**

##### ***A misleading Lee Moorhead solicitation prompted an investigative subpoena***

14. Various Iowa consumers have received a version of the Lee Moorhead solicitation appended as **Attachment I** (hereinafter, "First Solicitation"), and have contacted the Consumer Protection Division so that action could be taken to protect Iowans who might fall prey to it.

15. On July 9, 2015, the Consumer Protection Division issued investigative subpoena no. 2472 ("the subpoena") to Direct Response and Robert Sola<sup>3</sup> ("Respondents" for purposes of the subpoena response). The subpoena is appended as **Attachment II**.

16. Over the course of several weeks, Respondents provided information in response to the subpoena, including (*inter alia*):

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<sup>3</sup> Mr. Sola, whose name appeared on complaint-handling correspondence from Direct Response, was later determined to be an employee whose knowledge of and control over the illegal conduct alleged herein may have been limited.

- a) A complete version of what Respondents characterized as the solicitation mailing (*see* Att. I);
- b) a copy of the material received by Iowans who sent \$39.95 (or, for some versions, \$20.00) in response to the solicitation, appended as **Attachment III**;
- c) a list of thirty-four Iowans to whom “the Lee Moorhead psychic program was sold”;
- d) the name of the business from which Direct Response obtained prospect lists for its Moorhead mailings, namely RMI Direct Marketing of Danbury, Connecticut;
- e) the acknowledgment that Direct Response “does sell its own compiled list” of its customers to other marketing interests; and
- f) the assertion that Direct Response “does not presently mail to Iowa.”

However, although the subpoena included an oath and requested a sworn response from each Respondent, neither Respondent submitted the oath, even after being notified of that discrepancy and asked to remedy it.

*Deceptive features of the First Solicitation*

17. The First Solicitation (Att. I) is deceptive, unfair, and otherwise in violation of the CFA, *inter alia* because it conveyed false and/or misleading representations, express and/or implied, which included without limitation the following:

- a) The repeated representation that the recipient is believed to be on the verge of positive, life-changing developments (“Vast prosperity and Enormous Material Breakthroughs”);
- b) the claim that a unique and unprecedented planetary alignment is resulting in a 77-day period during which the touted prosperity is far more likely than it would otherwise be;
- c) the claim that the 77-day period of extraordinary opportunity for the recipient commences on a particular upcoming calendar date – a date which, unbeknownst to any one particular victim, has changed with each successive wave of mass mailings (*e.g.*, November 25, 2014; May 25, 2015; July 3, 2015);

- d) the representation that the recipient of the mailing is the focus of Moorhead's special attention and affection (*e.g.*, "To My Very Dear Ardeth"; "my dearest friend"; "special outreach for . . . Ardeth");
- e) the claim that the message from Moorhead is a highly confidential communication ("very confidential"; "my private outreach to you"; "this special, private correspondence");
- f) the representation that Moorhead has had particular revelations at specified times on a recent day that directly related to the impending good fortune about to descend upon the named recipient of the mailing;
- g) the claim that Moorhead's only motivation is to see the recipient of the letter "RICH with every conceivable reward";
- h) the assurance that the repeated (false) representations in the letter should be taken as true and accurate ("countless others . . . would tell you , positively, . . . that Lee Moorhead's predictions are spot-on! Deadly Accurate!!"; "Grab it, Ardeth, I have never been more sure of my powers, or of the bounty that lies . . . ahead");
- i) the claim that Moorhead needs the recipient's signature on a special "Reservation Label" in order for Moorhead's prophecy of wealth to "crystallize" ("NO ONE ELSE IS TO TOUCH THE LABEL"; "I am going to attempt to activate a deep spiritual connection with you by touching and rubbing my fingers across your signature");
- j) the assertion that the recipient must provide his or her birthdate "for Lee Moorhead's master divination";
- k) the claim that a \$39.95 "one time guidance fee" is tied to the supposedly substantial time and effort that Moorhead devoted to using her powers to provide the recipient an individualized "roadmap" to "spectacular abundance and affluence";
- l) the assertion that responding and sending money is completely risk free ("There is NO-RISK to you, none at all"), when in fact a consumer who responds risks immediate and ongoing financial loss as Direct Response tries to wring more money from the victim and then sells the victim's name to other marketers interested in targeting vulnerable consumers.

*The disclaimer*

18. On the third page of a four-page letter, the solicitation (Att. I) contains the following, in fine print at the bottom of the page (hereinafter “the disclaimer”):<sup>4</sup>

For Novelty and entertainment purposes only. There are no guarantees concerning the level of success you may experience. Must be 18+. Individual results may vary. Copyright © 2014 Direct Response Advertising, Inc., 56 West 46<sup>th</sup> St., New York, NY 10036. All rights reserved. Customer Service 1-888-232-1834 or [leemoorhead@drainc.net](mailto:leemoorhead@drainc.net).

19. The disclaimer does not render the overall solicitation non-misleading or otherwise lawful, for the following reasons, among others:

- a) The brief “entertainment purposes only” message is far outweighed by the numerous representations elsewhere in the solicitation that the letter is intended to serve various purposes other than mere entertainment.
- b) The disclaimer is perversely small, and inconspicuously placed and presented; it is a fraction the size of the various misleading representations, and would be particularly illegible for anyone whose vision might be compromised by age.
- c) The disclaimer is internally inconsistent: Immediately after asserting that it is for entertainment purposes only, it states that there is no guarantee regarding “the level of success you may experience.” The “level of success” refers to the letter’s numerous misrepresentations about impending prosperity and other successes. If the solicitation were truly for entertainment purposes only, no expectation of prosperity would have been conveyed, and it would make no sense to caution that success is not guaranteed (or that “[i]ndividual results may vary”).

*Another Misleading Moorhead Solicitation*

20. After issuing the subpoena, the Attorney General discovered that a second Moorhead solicitation had been mailed to Iowans. In August of 2015, a portion of the solicitation appended as **Attachment IV** (hereinafter the “Second Solicitation”) was sent to the Consumer Protection Division by a concerned Iowan.

<sup>4</sup> This is the size of the language in paragraph 18 as it appears on the actual solicitation:

For Novelty and entertainment purposes only. There are no guarantees concerning the level of success you may experience. Must be 18+. Individual results may vary. Copyright © 2014 Direct Response Advertising, Inc., 56 West 46<sup>th</sup> St., New York, NY 10036. All rights reserved. Customer Service 1-888-232-1834 or [leemoorhead@drainc.net](mailto:leemoorhead@drainc.net)

21. Because the response to the subpoena had identified Attachment I as “*the solicitation mailing*” (emphasis added), the Attorney General wrote Respondents’ New York attorney (“Counsel”) asking for information regarding the Second Solicitation (Att. IV). Counsel’s response letter of August 26, 2015:

- a. acknowledged that there appeared to be “at least one additional Lee Moorhead mailing”;
- b. indicated that each Iowan who responded to the First Solicitation was sent the Second Solicitation;
- c. stated that the earlier-provided list of about 35 Iowa consumers “was in error,” as there had in fact been 109 Iowans who responded to the First Solicitation, 17 of whom also responded to the Second Solicitation (by sending another \$49);
- d. explained the liberal 90-day refund policy, noting that only one of the listed Iowans had sought a refund;
- e. again failed to respond under oath, or even acknowledge the subpoena’s requirement that responses be sworn.

22. The Second Solicitation is deceptive, unfair, and otherwise in violation of the CFA, *inter alia* because it conveyed false and/or misleading representations, express and/or implied. The Second Solicitation has many of the same misleading features and themes as the First Solicitation, and, like the other mailing, included an ineffectual, small-print disclaimer (*see n. 4* above). Noteworthy differences in Attachment IV included the following:

- a. The specific and blatant lie that three anonymous individuals were aware of the recipient’s need for Moorhead’s help, and had extracted a promise from Moorhead that she would use her powers to benefit the particular individual to whom the personalized letter was sent (Att. IV, p. 4);
- b. a heightened emphasis on the importance of not telling anyone else about Moorhead’s letters and claims – going so far as to cast doubt on the motives of friends or relatives who might protectively urge the victim not to send money to Moorhead (“Please keep this note CONFIDENTIAL! My words are private to you & you alone! They divulge secrets that other people (who are close to you) don’t want you to know! And let me give you a WARNING my dear friend ... these people are not your friends ... and they are far more envious,

calculating, selfish, less keen on your success than you might imagine!"; "[D]on't show [this note] to anyone ... Please trust no one but me on this ... I'm your friend and your happiness is my only concern!").

**Obligation to substantiate Moorhead's performance claims**

23. Section 714.16 (2)(a) of the CFA provides that when goods and services are advertised as performing in a certain manner, the burden is on the person making such representations to substantiate the advertised claims (*see* ¶ 7 above). The two Moorhead solicitations referenced above are replete with performance claims, and upon information and belief Defendants are unable to provide the required substantiation for some (and probably most or all) such claims.

*Other predatory mailings*

24. Upon information and belief, Defendants sent other solicitation mailings to Iowans that exhibited many of the illegal and predatory features seen in the First and Second Solicitations. For example and without limitation, in the latter stages of preparing this Petition two more Direct Response solicitations were discovered, namely:

- a. Yet another Moorhead mailing to an Iowan, claiming that Moorhead would use her powers on the recipient's behalf to "absolutely increase your chances of winning any Lottery." This supposedly "FREE!" offer (Moorhead: "just send \$3 to cover my mailing expense") was, upon information and belief, primarily a prospecting device for finding vulnerable people who could be profitably victimized by Defendants.
- b. An Iowa mailing bearing Direct Response's 2012 copyright, claiming that Kreskin, the "world's foremost mentalist," knew the recipient and wanted to make him/her "rich and happy" by providing a confidential "money ticket" – for a modest fee, of course.<sup>5</sup>

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<sup>5</sup> An August 18, 2015 subpoena response letter from Direct Response repeatedly insisted that the company had not "utilized or promoted in Iowa any psychic other than Lee Moorhead, in the past three years."

*The undisclosed sale of Direct Response's customer list to other marketers*

25. As noted in paragraph 16(e) above, in its subpoena response Direct Response acknowledged that it has sold its customer list to other marketing interests. Upon information and belief, the entities that have paid for the list of Moorhead victims were interested in taking unfair advantage of highly vulnerable people. Thus, Defendants unfairly generated additional revenue for themselves by subjecting Direct Response's customers to further financial victimization, without ever disclosing in its solicitations the material fact that any person who responded would be further exploited by having their names sold in this manner.

*Obstructing the duly authorized consumer fraud investigation*

26. As noted above, the response to the subpoena involved misdirection, false statements, and other obstructions, representing an effort to conceal wrongdoing and thwart legitimate law enforcement efforts to halt the victimization of vulnerable Iowans. Each instance of such obstruction constitutes a deceptive and/or unfair practice in violation of the CFA.

*Violations of the Older Iowans Law*

27. The list of 109 Iowans who made one or more payments to Direct Response almost certainly represents a small subset of Iowa victims, as it reflects only payments made to Moorhead between March of 2014 and June of 2015. The solicitation appended as Attachment IV bears a 2013 copyright; the one non-Moorhead mailing of which Plaintiff is currently aware has a 2012 copyright (*see* ¶ 24(b) above); and Direct Response may well have begun the practices described herein at the time of its 1992 incorporation.

28. Upon information and belief, Defendants have participated in the systematic exploitation of vulnerable Iowa consumers who were disproportionately 65 years of age or older,<sup>6</sup> both by sending mailings like those described above to lists of such consumers, and by participating in efforts to rent out the names of victims to other exploitive marketers.

29. Defendants' violations of the Consumer Fraud Act were in willful disregard of the rights of older persons; Defendants knew or should have known that such conduct was directed to older persons; older persons are substantially more vulnerable to such conduct on account of age and other factors; and civil penalties should be imposed upon Defendants and each of them under the Older Iowans Law, Iowa Code § 714.16(A). Although counsel for Direct Response has stated that the company "does not target the elderly," even if that were so (and Plaintiff does not concede the point), no "targeting" is necessary to establish liability for an enhanced civil penalty under Iowa Code § 714.16A; it is enough to show that Defendants "should have known that their fraudulent strategies disproportionately affected the elderly." *State ex rel. Miller v. Vertrue, Inc., et al.*, 834 N.W.2d 12, 45 (Iowa 2013).

### INJUNCTIVE RELIEF

#### *A temporary injunction should issue*

30. A temporary injunction should issue restraining Defendants from soliciting payments from Iowa residents in the manner described herein; this restraint should continue through the course of this litigation, and continue as a permanent injunction in the final resolution

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<sup>6</sup> A check of publicly-accessible online databases to determine the ages of the first 17 Iowans on the initial list of about 35 Moorhead customers indicated that their ages range from 46 to 95, with a median age of 72. Moreover, the text of the Second Solicitation reflects an awareness of the advanced age of its readers: "I know you don't have the energy you had when you were younger ... and that you're probably beginning to notice new aches and pains on a more frequent basis ...." (Att. IV, p. 3).

of this case. The affidavit of Consumer Protection Division Investigator Al Perales in support of this request for injunctive relief is appended as **Attachment V**.

31. As noted in paragraph 16(f) above, in response to the subpoena Direct Response asserted that the company “does not presently mail to Iowa.” However, that claim does not render an injunction moot or unnecessary, because nothing currently prohibits Direct Response from resuming (if it has indeed ceased); nothing prevents the other Defendants from doing similar mailings other than through Direct Response; and the claim of cessation was submitted without the required oath, compromising its reliability.

32. The Court should retain jurisdiction as necessary to ensure that if Defendants violate any injunction entered in this cause the Court can enter judgment for up to \$5,000.00 for each day of intentional violation, pursuant to Iowa Code § 714.16 (7).

33. Neither all nor any part of the application for injunctive relief herein has been previously presented to and refused by any court or justice. Iowa R. Civ. P. 1.1504.

34. In an action by the state, no security shall be required of the state. Iowa R. Civ. P. 1.207.

*Certification in support of an ex parte temporary injunction*

35. In conjunction with the Consumer Fraud Act provisions cited above, Iowa R. Civ. P. 1.1501 *et seq.* provide for entry of temporary injunctive relief. Iowa R. Civ. P. 1.1507 provides that a temporary injunction may issue without notice if the required showing is made, such showing to include a certification by the applicant's attorney as to certain matters. The undersigned certifies as follows:

- a) Delaying injunctive relief by providing advance notice and hearing to Defendants is likely to result in an extended period during which additional consumers are at risk of being unlawfully induced to send money to Defendants as a result of the misleading and unfair solicitation practices described herein.

- b) Continuation of the predatory and unlawful conduct that Plaintiff seeks to enjoin would foreseeably cause hardship by diverting funds from the often limited household resources of Iowa consumers, particularly elderly consumers, under circumstances in which there is no assurance that losses will ever be reimbursed.
- c) The injunctive terms sought by Plaintiff would not halt any legitimate, non-misleading marketing or activities in which Defendants may be engaged. The injunction requested is not such as to “stop the general and ordinary business of a corporation” for purposes of Iowa R. Civ. P. 1.1507.
- d) Given the unfair and misleading nature of the practices described herein, and the fact that they have no apparent countervailing benefits, any doubt about halting the apparently deceptive diversion of funds from Iowa consumers should be resolved in favor of preventing further victimization.

## COUNT I

### CONSUMER FRAUD ACT VIOLATIONS

36. The Introduction and paragraphs 1 through 35 are incorporated herein by reference.

37. Defendants' acts and practices violate the prohibition of Iowa Code § 714.16 (2)(a) against misleading, deceptive, unfair, and omissive acts and practices, and otherwise violate that subsection of the CFA.

38. Although it is not necessary to establish reliance, damages or intent to deceive to obtain injunctive relief or reimbursement under the Consumer Fraud Act (*see* paragraph 11 above), establishing these factors, particularly intent, is nevertheless relevant *inter alia* to the Court's determination of the appropriate scope of injunctive relief and the appropriate amount of civil penalties. Those acts and practices of Defendants in violation of subsection (2)(a) of the Consumer Fraud Act as alleged in this Count would in fact induce reliance on the part of consumer victims, would in fact cause damage to consumers, and/or were in fact intentional.

**COUNT II**

**OLDER IOWANS LAW VIOLATIONS**

39. The Introduction and paragraphs 1 through 35 are incorporated herein by reference.

40. Defendants' violations of the Consumer Fraud Act were committed against older Iowans within the meaning of Iowa Code § 714.16(A), and give rise to the penalties set forth in that provision.

**PRAYER**

Plaintiff prays the Court grant the following relief:

A. Pursuant to Iowa Code § 714.16 (7), and upon further request by Plaintiff separately addressed to the Court, enter a temporary restraining order and preliminary injunction restraining Defendants, and each of them, and (as applicable) such Defendant's directors, officers, principals, partners, employees, agents, servants, representatives, subsidiaries, affiliates, successors, assigns, merged or acquired predecessors, parent or controlling entities, and all other persons, corporations and other entities acting in concert or participating with such Defendant who have actual or constructive notice of the Court's injunction, from engaging in the deceptive, misleading, omissive, and unfair practices alleged in this Petition or otherwise violating the Iowa Consumer Fraud Act.

B. Pursuant to Iowa Code § 714.16 (7), after trial on the merits, make permanent the above-described injunctions, expanding their provisions as necessary by including *inter alia* such "fencing in" provisions as are reasonably necessary to ensure that Defendants and other enjoined persons and entities do not return to the unlawful practices alleged herein, or commit comparable violations of law.

C. Pursuant to Iowa Code § 714.16 (7), enter judgment against Defendants, jointly and severally, for amounts necessary to restore to Iowans all money acquired by means of acts or practices that violate the Consumer Fraud Act.

D. Pursuant to Iowa Code § 714.16 (7), enter judgment against Defendants, jointly and severally, for such additional funds as are necessary to ensure complete disgorgement of all ill-gotten gain traceable to the unlawful practices alleged herein.

E. Pursuant to Iowa Code § 714.16 (7), enter judgment against each Defendant for up to \$40,000.00 for each separate violation of the Consumer Fraud Act.

F. Pursuant to Iowa Code § 714.16A, the Older Iowans Law, enter judgment against each Defendant for a civil penalty of up to \$5,000.00 to be added to each civil penalty imposed under the Consumer Fraud Act.

G. Award Plaintiff interest as permitted by law.

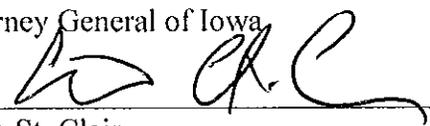
H. Pursuant to Iowa Code § 714.16 (11), enter judgment against Defendants, jointly and severally, for attorney fees, state's costs and court costs.

I. Retain jurisdiction as necessary to ensure full compliance with the pertinent provisions of the Consumer Fraud Act and with the Court's orders.

J. Grant such additional relief as the Court deems just and equitable.

Respectfully submitted,

THOMAS J. MILLER  
Attorney General of Iowa

By: 

Steve St. Clair

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Telephone: 515-281-3731/Fax: 281-6771

Steve.StClair@iowa.gov

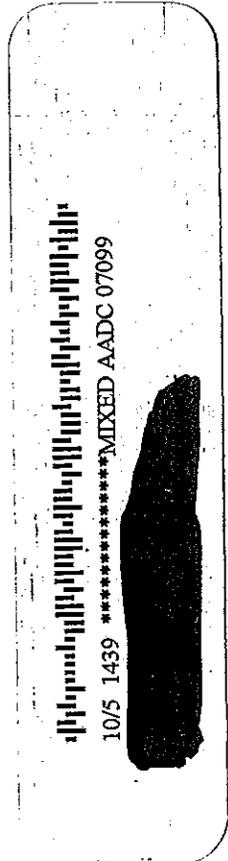
RESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
PERMIT 888



MB 6/17/15

**CONFIDENTIAL**

Private And Personal Contents Enclosed. Do Not Wait To Open.  
**FROM THE WORLD'S MOST PREEMINENT PSYCHIC, LEE MOORHEAD**



MBOEI

**LEE MOORHEAD**

Star Reader and Mystic  
Grande Psychic and Spiritual Medium  
56 West 45th Street, Suite 1001, New York, NY 10036

**YOUR LIFE MAY BE ABOUT TO EXPERIENCE A SPECTACULAR RUSH OF PROSPERITY!!!**

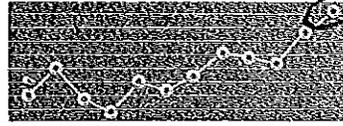
**Key in on the dates I have outlined on your label at right. The 77-day period beginning on or about**

**July 3, 2015**

**Psychic Outreach And Guidance Reservation Label  
Prepared By Lee Moorhead**

FOR: [REDACTED]  
REF: Advanced Astral Alert / Targeted Tracking Dates.  
Pending Proliferation Wave for Immense Fortune, Riches, PROSPERITY across timetable of unprecedented "HOT PERIOD" beginning on or about July 3, 2015 thru September 18, 2015 (77-day golden inheritances phase).

Positively Charged Star/Planet Tracking Activity



Jan 1995 May 2003 Oct 2008 Apr 2012 Jul 2015  
Calendar Dates

**ATTENTION:**  
Celestial forces shall soon enter the most extraordinarily powerful period I have ever tracked. Breakthroughs may surge into your life (HUGE REWARDS) --- affluence, privilege, vast FORTUNE all possible just ahead!

SPECIAL INSTRUCTIONS: Dearest Friend, before you do anything else, please read my letter fully and with your deepest attention. Then, in your own handwriting, sign the label above and carefully peel it off and affix it on page 4, where I have indicated. I need you to do this for me right now, today, for the reasons I will explain to you in this special, private correspondence.

*Very Important!*

VERY CONFIDENTIAL:



10/5 1439 \*\*\*\*\*MIXED AADC 07099



Dearest Friend,

"I am being rocked right now by incredible premonitions bombarding my consciousness. What may soon, instantly materialize is BOTH life changing and (BIG) beyond words!

Vast Prosperity and Enormous Material Breakthroughs are all possible just ahead - Hurry!"

To My Very Dear ~~Messiah~~

This letter can not wait. Not another day. Not a minute longer . . .

I need you -- (right here and right now) -- to devote yourself to our union. To look, for a moment, at the gray chart-graph above on your PSYCHIC OUTREACH AND GUIDANCE RESERVATION LABEL, and to understand as I talk to you, as I explain to you . . . that a phenomenal profusion of RICHES and PROSPERITY may pour into your future very, very soon. Blessing you with staggering privilege and AFFLUENCE, and bringing you, quickly, an extraordinary wealth of FORTUNE and comforts beyond belief!

YES, ~~Messiah~~ hear me out on this . . . do not stray or waiver or let outside distractions creep into your thoughts, for I need your absolute con- centration -- I need your faith and your trust in yourself. Even more, I need your conviction, for beginning on or about JULY 3, 2015 and extending for

-2-

77 benevolent days, a bank of unexpected, spectacular circumstances may quickly transform your life with breakthroughs and rewards of an indescribable magnitude. Delivering you . . . SUDDENLY, ALL AT ONCE — into a stunning, breathtaking future brimming with luxuries and lavish possessions.

I MEAN THIS, DEAR FRIEND. EVERY WORD!! . . .

*You may soon have EVERYTHING!*

. . . I am talking about extraordinary prosperity and grandeur. A MAJOR WINDFALL perhaps, spontaneously unfolding, HUGE. HAPPENING IN A FLASH. Fulfilling you, freeing you . . . liberating you with riches and worldly comforts. With success and genuine happiness and personal fortune. Significant. Splendorous. Far-reaching.

(YES, THIS PENDING PICTURE IS INCREDIBLE.

THIS PROSPECTIVE TRANSPARATION . . . IT IS OVERWHELMING AND MAGNIFICENT!)

BOUNTIFUL . . . BEAUTIFUL . . .

Let me continue . . . allow me, I should say, right now, immediately . . . to pull you into my world, where profound prophecy and psychic envisionment prevails. Where para-phenomenological essences and mysterious divinations exist. Premonitions. Jolting revelations. Let me share everything with you — directly, secretly, explicitly — telling you exactly how and why this letter has reached you. *Read this carefully!*

First, foremost, as we go forward, understand that my sacred gift of spiritual intermediation enables me to "see" into the future. To connect, paramystically, with energies and forces which exist in other forms, other worlds, other dimensions.

I am able, somehow, to do what no other clairvoyant or astrologer can do. For not all astrologers are psychic. And not all psychics are astrologers. BUT I, LEE MOORHEAD, AM BOTH. *My success is ~~unbelievable~~!*

I can track and chart the stars and planets. Anticipating their movements. Predicting their subtle rotations. Calculating the natal relationships of the constellations. Monitoring the distant galaxies and heavenly bodies. AND — I CAN DETECT IMAGES AND FRAGMENTED PICTURES AND DRAW MYSELF INTO THE HEIGHTENED DOMAIN OF THE SUPERNATURAL. Co-existing in an altered realm of an undefined universe. Speaking to entities which only I can clairvoyantly, intuitively engage. Telepathically communicating with paranormal presences. And then — using my rare gift of esteemed prophecy, I can isolate, configure, crystallize and interpret with pinpoint accuracy, the pending events of 'tomorrow' . . . opportunities and breakthroughs and prospective VAST INHERITANCES which have yet, dear friend, to unfold.

HEAR ME OUT, UNIFY WITH ME, in a spiritual sense of collective harmony, for this crucial period just ahead . . . imminently unfolding . . . will NEVER, EVER COME AGAIN!

In fact — you must, at this moment, attach your deepest, uncompromising belief and allegiance to me. YOU MUST DO THIS! For there have been two distinct, miraculous phenomena which have synchronously occurred. Together, simultaneously, transpiring as I will elaborate to you. Coinciding at the exact same time!

WHAT HAS HAPPENED IS UNBELIEVABLE . . . THIS BINARY DYNAMIC OF UNIVERSAL FORCES — MERGING, AS I WILL EXPLAIN. POURING FORTH. JOINTLY SPEAKING TO ME . . .

. . . EMANATING AT ONCE — ASTROLOGICALLY, IN THE CONFIGURATION OF THE STARS AND CELESTIAL OBJECTS NOW LINING-UP AS I HAVE NEVER WITNESSED BEFORE. AND PSYCHICALLY — IN THE REALM OF PREMONITORY VISIONS INFILTRATING MY SENSES WITH INTENSE, BRILLIANT PICTURES OF WHAT MAY SOON BE MASSIVE REWARDS OF PERSONAL ATTAINMENT!

Let me back-pedal, momentarily, to the day before yesterday. At exactly 4:48am, I could not rest. I could not sleep. *This happened yesterday!*

I was alone in my chamber-room. The night was dark and black, quiet, moonless. My astral charts which I had positioned earlier in the day on my work-table were still open where I had left them. Mental observations of the celestial globe (i.e. my tracking of star movements) had already given me an electrifying sensation of something astronomical on the cusp of materializing. Some sort of extraordinary event looming. Setting up for an unaware beneficiary. Someone whose near destiny was slotted, fated for immense potential breakthrough

*Prospective rewards are*  
STAGGERING!

continue on the next page...

-3-

*I am talking directly to YOU!!*

and vast windfall. Flooding in. Pending DIVIDENDS, BIG . . . just days, weeks away. A deliverance perhaps — huge affluence, limitless prosperity, fortune. Not far off.

(Stay with my time line, dear friend. 4:48am, the day before yesterday.) . . .

I rose from my bed. I couldn't take my mind off my tracking data. What my charts were showing me, telling me. The maneuvering of the major stars and planets. Their spatial relationships. Their correlating motions. How they were shaping up, grouping. (It was riveting. Dramatic. Utterly spectacular!)

!!

I have seen the arrangement of stars on two separate occasions before, when they were aligning in a near-perfect symmetry. Conjoining. Drawn almost, into a special cohesive pattern. A divine configuration — empirically powerful. Releasing invisible latent energies and creating a cosmological force-field which settles into a kind of umbrella over individuals who are about to enter a zone of amplified destiny proliferation and predisposition for major rewards, sudden good luck, blind success, privilege, inheritances, possessions, luxuries — even opulence.

*TWICE BEFORE, but never like this . . .*

Twice before, I have seen brief spurts of this universal power vortex at its greatest intensity. Such periods produce immense conceivable upswings for staggering fulfillment, super-riches, material comforts, personal happiness and golden opportunities for fabulous GAIN which is voluminous beyond comprehension.

And yet, dear friend, the period now, at hand, is unprecedented.

*Yes!!*

Let me fast-forward to this minute now . . . this moment in the present.

My analysis, bearing into account detailed quantitative assessments — points to a gigantic astral "cloud" . . . a master swath of charged energy which will extend, according to my calculative projections, for 77 'HOT' DAYS. Earmarking, targeting, and in so many words — wrapping a fiery halo around those whose destiny-track is fixed for every manner of prosperity humanly possible!

You must, here, at this juncture of my private outreach to you, . . . you must know and fully grasp why I am furiously writing out this letter. Why this crucial correspondence is now entrenched and clasped in YOUR hands.

*Your immediate future may transform your life!!*

Heed our association, dear friend, I implore you . . . READ CAREFULLY. There is more I need to share with you.

As I have told you, I am a renowned astrologer, but I am much more. I am a Prophetess, a Grande Psychic, and my powers transcend the spiritual dimensions which others cannot see. I am a channeler, an intermediary — and it was early morning, two yesterday's ago at the time of exactly 4:48am . . . that I also felt the presence of paramystic messengers reaching out to me. Beckoning me.

It began with quiet whispers. Shallow voices. Hushed tones calling out, speaking in scattered utterances. Some kind of para-phenomenological force trying to get through to me, to convey messages. Repeatedly infiltrating my mind with words and telepathic images of something forthcoming. Sudden. Spontaneous. BIG, splendorous. An event which may be literally life-changing . . . a winning-out of some kind . . . providing breakaway fortune, endless luxuries, and even more — a complete freedom and independence from stress and chaos.

Listen to me. Let me finish. *The activity of the spiritual world speaks volumes!*

My role in all of this, my reasons, my motivations, is to see you blissfully fulfilled and RICH with every conceivable reward and pleasure attached to your immediate destiny. I mean this, dear friend. This is my duty and my oath and my sole purpose here on this earth.

And this is why, I swear to you, that I have placed a special RESERVATION LABEL on the front of this letter, with your name imprinted directly on it.

I need you to carefully remove this label, to place it exactly where I have indicated on the next page. I NEED YOU TO SIGN YOUR BIRTH NAME ON THE LABEL, IN THE AREA SPECIFIED. (NO ONE ELSE IS TO TOUCH YOUR LABEL. JUST YOU. PROMISE ME. JUST YOU.)

I then need you to reply, at once, today. Do this for me, please my dearest friend,

turn and continue on the final page...

without hesitation, for I am compelled to guide and enlighten your life. To bring you to that place in the future, already developing and almost here, now . . . where every possible wealth has been captured and rests securely in your hands, [REDACTED]

I can feel things happening, right now. Events -- significant, substantial. Vast prosperity, major gain . . . maybe very, very soon. Materializing in a rush, sometime just ahead, within my projection beginning July 3, 2015 thru September 18, 2015. (77 days!!)

I need to crystallize my prophecy on your behalf. I need to touch the surface of your RESERVATION LABEL, rub my fingers across your signature -- feel you. Your vibrations. Your spiritual rhythms. Your karma.

This is why I need you to return your signed RESERVATION LABEL.

Do this for me!!!

I am going to then, quickly, get back to you. Writing out for you everything that I foresee, compiling it into a detailed Report Manuscript -- my vision and secret notes, my revelations, intuitions, premonitions. Events, opportunities, sequences ahead, breakthroughs looming. How. When. All written to you candidly, privately. Inheritances threading your way. Rewards. THIS IS TO BE YOUR GUIDANCE . . . YOUR ROAD-MAP, [REDACTED]

All Yours!

For all of this, in return, I ask of you only a one time guidance fee. Is this fair of me? For all of my time, my deepest prophecy, my effort, my energy, my meditative thought, my concentration and divination, and for all of my deep skill as a renowned and gifted psychic?

Let me promise you, in answer, that I will send your money back for my guidance fee, ALL OF IT, every penny, if your greatest satisfaction is not reached. If your dreams are not surpassed. If your life is not transformed with indescribable jubilation in the days ahead.

Please . . . whatever you do . . . do not confound yourself with questions concerning the mystery or "timing" of fate. KNOW ONLY THIS: That I, Lee Moorhead, have read the future of countless others, and they would tell you, positively . . . that LEE MOORHEAD'S PREDICTIONS ARE SPOT-ON! DEADLY ACCURATE!!

Thus, do not wait or freeze in perplexion. There is NO-RISK to you, none at all. There is only the future, your future, and what I foresee, and how it may quickly, everlastingly illuminate you with spectacular ABUNDANCE AND AFFLUENCE.

Grab it, [REDACTED], I have never been more sure of my powers, or of the bounty that lies . . . ahead!

I will devote myself to you!!

Please, please hurry,

Lee

PLEASE READ: Complete the section below fully as I have prepared for you. Then carefully detach the form at the perforation and mail today in the envelope enclosed. DO THIS NOW!

GREAT PROSPERITY AND LEADERSHIP FORM

CONFIDENTIAL

77-Day Golden Proliferation Timetable Beginning On Or About July 3, 2015 Thru September 18, 2015

RE: Significant Pending Life-Advancement, Major Success, Prosperity, Fortune and Miraculous Rewards And Affluence Forthcoming

Special Outreach as Prepared by Lee Moorhead, Preeminent Psychic and Visionary

For: [REDACTED]



Yes, LEE, I want to collect on vast, extraordinary breakthroughs and personal riches!

I have enclosed your Guidance Fee below for your great help and prophecy. I have faithfully read your letter, and I understand every possible inheritance as it relates to my complete, unconditional satisfaction ahead, is guaranteed by you, or you will return my good-faith payment for the Guidance Fee required, without any questions asked and with no explanations needed -- even if I quickly amass enormous FORTUNE AND RICHES beyond my dreams.

Please RUSH your detailed extended Report Manuscript which you are going to prepare for me, divulging everything that you foresee across the period ahead.

Enclosed is the Guidance Fee of \$39.95, payable to Lee Moorhead My payment is remitted by:

Cash Check Money Order or Visa MasterCard AMEX

Account # \_\_\_\_\_

Exp. Date (Mo/Yr.) \_\_\_\_\_ / \_\_\_\_\_

Signature: \_\_\_\_\_

REQUIRED: Print your birthdate for Lee Moorhead's master divination:

MONTH OF BIRTH [ ] DAY [ ] YEAR [ ]

EXTREMELY IMPORTANT INSTRUCTIONS:

Carefully Peel-Off The "Psychic Outreach And Guidance Reservation Label" From The Front Of The Letter And Affix It Here.

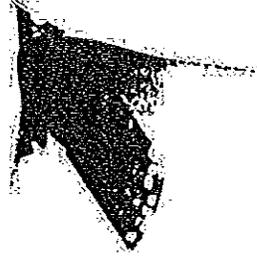
MAKE SURE TO SIGN YOUR FULL NAME WHERE INDICATED ON THE LABEL.

Do not let anyone else touch or handle your label. I am going to attempt to activate a deep spiritual connection with you by touching and rubbing my fingers across your signature. Please reply with due speed!

Customer Service Only (888) 232-1834

- Lee Moorhead

**Star Assessment: Brilliant Luminescence, Perfect Linear Curve**  
Please note how the **BRIGHTEST STAR BODIES** on the image (overleaf) are aligning in almost a perfectly fixed sequence. Universal energies are rapidly approaching a magnitude and strength I have **NEVER** witnessed before. Tracking data supports major positive life swings in the days and weeks ahead... enormous **Financial Breakthroughs and Extraordinary Gain** all possible!



**TOP SECRET**

**TOP SECRET**

I want to show you something inside.  
It is for you alone,  
and it is absolutely extraordinary...

(Open Immediately)



PERSONAL AND CONFIDENTIAL  
From: Lee Moorhead, Private Office

**A 77-DAY GOLDEN BANDWIDTH  
IS ALMOST UPON US!**

*Secret Outreach Data Regarding Star Analysis and Prediction ...*

**"The most cosmologically empowered period I have ever tracked  
may quickly trigger for you a staggering run of immense  
fortune, good luck and sudden, extreme prosperity!"**

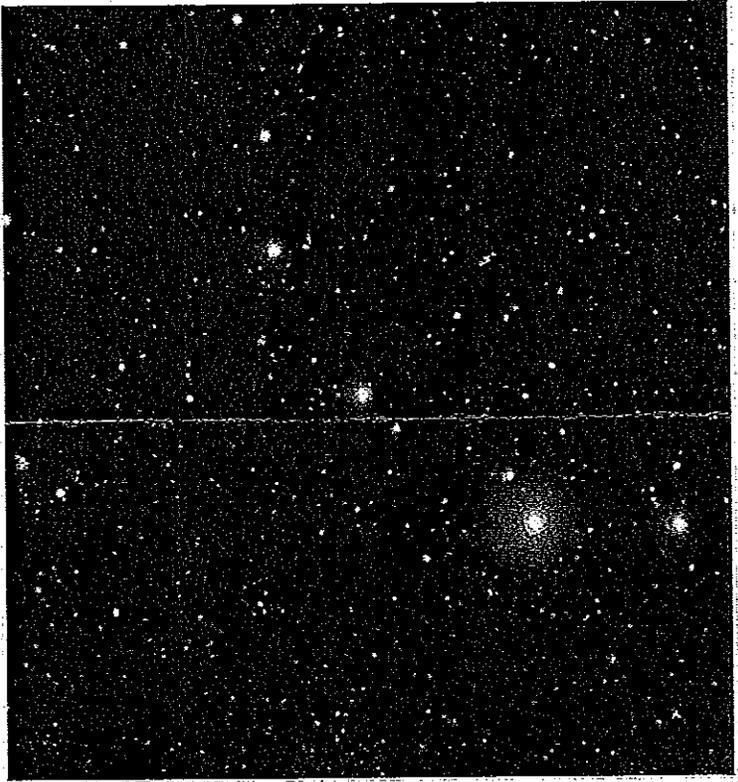
**D**earest Friend, the illustrative photo-image which I share with you below represents one of the most amazing and powerful spectacles I have ever seen. Please look carefully and follow the trail of the **BRIGHTEST STARS** in this image — note how they are aligning in an almost perfect symmetry:

I have been tracking this profound celestial formation for weeks, and I can tell you that the magnitude and empirical aura of universal forces has never shown the kind of dominant energy which I am now projecting. This is unprecedented, vast — **ENORMOUS** — and my calculations indicate a proliferation phase or "golden bandwidth" of **77 days**. Please be aware when you are looking at this photograph — the luminescent stars do not appear to be forming an exact straight line, however, you will note that the linear "patterning" is unmistakable. (Remember what you are seeing is represented on a two-dimensional surface. The curvature of the earth is not flat!)

**This HUGE Swath Of Charged Energy May Soon Help Transform And REWARD Your Life . . .  
Do Not Underestimate The Stellar Powers Of Cosmological Influences In Determining  
Fate And Destiny. Marvelous Inheritances And Affluence May Already Be Attaching To You!**

You, I — **ALL OF US** — we are all part of an infinite universe under the control of a supreme power, a greater realm of providence. It is extraordinary, mysterious, supernatural. The earth itself is only a small part of an overall immeasurable spatial surface, just a single ordinate in an endless galaxy of heavenly objects.

As a preeminent psychic and star reader, I exist in a world which others cannot "see" or understand. It is a strange and sacred domain of remarkable insight and premonition. Of telepathy and intermediation. I am an astral-phenomenological visionary, dear friend, and I can **BOTH** read and unravel the secrets of the stars . . . **AND** I can *connect and attach* to spiritual entities which speak to me from the other side.



**Very Soon — Spontaneous FORTUNE  
And Breakthroughs May Illuminate  
Your Life. Timing May Be Critical.**

Read my main letter carefully. My communication to you today may be unexpected, but it is *no* accident, and it is not a mistake. The unknown mystery of "destiny," and of fate and predisposition is something that even I cannot understand — but it is real. It exists!

I implore you not to delay. Do not second-guess yourself with meaningless thoughts and confusing ideas. I need you to follow the instructions of my letter, absolutely and at once, so that I can help you collect every possible **PROSPERITY** — and so I can guide you to a storybook life of **FORTUNE AND RICHES**. This is my *only* purpose, it is my *only* goal, I swear to you!

Please print your name and address, seal carefully, and use this envelope as it is addressed to my person. Make sure you have followed my instructions.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

MBRE1

THIS MAIL \_\_\_ can wait  needs attention at once



AFFIX  
PROPER  
POSTAGE  
HERE  
AND  
MAIL

**LEE MOORHEAD**

56 West 45th Street, Suite 1001  
New York, NY 10036-4216

IMPORTANT!



THOMAS J. MILLER  
ATTORNEY GENERAL



CONSUMER PROTECTION DIVISION

Address Reply To:  
Hoover Bldg., 1305 E. Walnut  
Des Moines, Iowa 50319

Telephone: 515-281-5926  
Toll Free: 888-777-4590 (In Iowa)  
Fax: 515-281-6771  
www.IowaAttorneyGeneral.org

**Department of Justice**

SUBPOENA NO. 2472

STATE OF IOWA )  
DEPARTMENT OF JUSTICE ) ss:

**THE STATE OF IOWA TO:** Robert Sola and Direct Response Advertising, Inc.  
("Respondents")

**IN RE INVESTIGATION OF:** The victimization of elderly (and other) Iowans by  
supposed psychics and others, through direct mail solicitations (and otherwise).

Pursuant to the provisions of the Iowa Consumer Fraud Act, Iowa Code § 714.16, Respondents are hereby commanded to appear<sup>1</sup> before Assistant Attorney General Steve St. Clair of the Consumer Protection Division of the Office of the Iowa Attorney General at the Hoover Building, Second Floor, 1305 E. Walnut, Des Moines, Iowa 50319, at 1:00 p.m. on the 15th day after delivery of this subpoena, to give evidence under oath in the above investigation, and to bring at that time the following:

- (1) A complete and fully legible copy of each and every mailing of whatever nature sent by one or both Respondents, or by any person or entity acting in concert with or on behalf of one or both Respondents, to Ardeth Plendl, 1720 Central Ave E, Ste A, Hampton, Iowa 50441-1867. The mailings covered by this paragraph include without limitation informational mailings; solicitation mailings; mailings of any requested (or unrequested) products, materials, or merchandise; invoices; past due notices; and mailings intended to collect on alleged debts.
- (2) The business name, address, and contact person of the list broker or other entity from which one or both Respondents obtained Ms. Plendl's name and address.
- (3) A complete and fully legible copy of each and every mailing relating to psychics, clairvoyants, spiritualism, mediums, or esoterica sent by one or both Respondents, or by any person or entity acting in concert with or on behalf of one or both Respondents, to one or more Iowans, other than the mailings sought by paragraph (1) above.
- (4) A complete list (in Excel) of the names of all persons with an Iowa address who have made one or more payments in response to any one of more of the mailings of which paragraphs (1) and/or (3) above sought copies, and, for each person, provide the person's full address, an itemization (by amount and date) of each payment made at any time by

<sup>1</sup> See page 2 of the subpoena regarding the option of providing the requested information without having to physically appear at the date and time indicated.

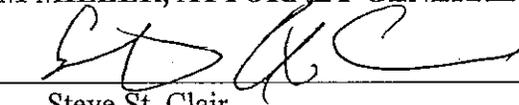
that person to one or both Respondents, and identify the mailing that solicited each payment.

- (5) The name, address, and phone number of each person: (a) with any ownership interest in Direct Response Advertising, Inc., specifying the extent of ownership by percentage; and (b) each person responsible for determining the content of one or more of the mailings sought in paragraphs (1) and/or (3) above, specifying the mailing(s) for each such person.

In lieu of appearing, Respondents may provide the above-described materials and/or information to the undersigned, accompanied by the required oath, at or before the time and date set forth above, or at or before such alternative time and date as may be confirmed in writing between Respondents and the undersigned. The response to this subpoena must be organized to make clear what information and materials are intended to respond to each numbered paragraph above.

Witness my hand hereunto affixed this 9th day of July, 2015.

**TOM MILLER, ATTORNEY GENERAL OF IOWA**

By: 

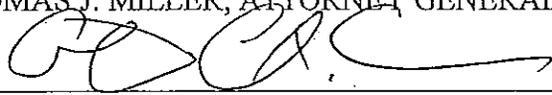
Steve St. Clair  
Assistant Attorney General  
Hoover Building, 2<sup>nd</sup> Floor  
1305 East Walnut  
Des Moines, Iowa 50319  
Phone: (515) 281-5926  
Email: [steve.stclair@iowa.gov](mailto:steve.stclair@iowa.gov)

NOTICE OF INTENT TO PROCEED

Service of this subpoena and Notice of Intent to Proceed on you will also constitute your only notice, pursuant to Iowa Code § 714.16(6), that your failure to comply with this subpoena may result in application to the District Court for an order compelling a response to the subpoena and, additionally, for other relief provided by Iowa Code § 714.16(6).

Witness my hand hereunto affixed this 9th day of July, 2015.

**THOMAS J. MILLER, ATTORNEY GENERAL OF IOWA**

By: 

Steve St. Clair, Assistant Attorney General

**OATHS TO ACCOMPANY RESPONSE TO SUBPOENA**

I certify under penalty of perjury that the responses submitted by the undersigned to Subpoena No. 2472 are true and complete to the best of my knowledge.

\_\_\_\_\_ [signature]

\_\_\_\_\_ [name, printed],  
on behalf of Direct Response Advertising, Inc.

Subscribed and sworn to before me this \_\_\_\_ day of \_\_\_\_\_, 2015.

\_\_\_\_\_  
Notary Public

I certify under penalty of perjury that the responses submitted by the undersigned to Subpoena No. 2472 are true and complete to the best of my knowledge.

\_\_\_\_\_  
Robert Sola [signature]

Subscribed and sworn to before me this \_\_\_\_ day of \_\_\_\_\_, 2015.

\_\_\_\_\_  
Notary Public

**CUSTOMER SERVICE**

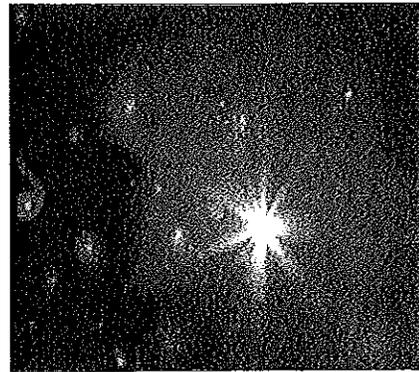
56 West 45th St., Suite 1001  
New York, NY 10036





***STAR REPORT***  
***Cosmologically Empowered***

**FOR**



**BY**

**LEE MOORHEAD**

Thank you for accepting my help.

It could prove to be one of the wisest decisions that you have made. Never before have I seen the planets aligned this way. It is creating universal energy with a force and magnitude rarely seen. I have been rocked right now by incredible premonitions bombarding my consciousness. What may soon, materialize is both life changing and BIG beyond words. Prosperity and enormous material breakthroughs are all possible just ahead.

I believe the next 77 days will be filled with Significant Life-Advancement, major success, prosperity, fortune and rewards that I am so grateful to be able to assist you with. You are and always have been a good person with loads of potential. It always gives me great pleasure when I find a person like you that I can be of assistance to.

That is why I have prepared for you my Cosmological Empowered Star report and my special free gift with great care.

If you follow my advice, I believe you will begin to experience some of those life changes you desire and deserve.

This may turn out to be a whirlwind for you, the most significant astrologically aligned time right now.

Lee

*Aug 14, 2015 (Aug 14, 2015 to Aug 15, 2015)*

This is an unfavorable time period for money, tax and insurance. Legal matters can take a different course due to sudden shocking evidence.

*Aug 14, 2015 (Aug 13, 2015 to Aug 16, 2015)*

Rash behavior and mishaps are possible now. Thinking can go out the window as your emotions take over. Women may experience digestive problems now.

*Aug 14, 2015 (Aug 14, 2015 to Aug 15, 2015)*

Make favorable contacts with people now. It is the time for studying, reading, logical reasoning, writing and making many short trips.

*Aug 15, 2015 (Aug 13, 2015 to Aug 17, 2015)*

This is a difficult time for marriage, but favors business, taxes, insurance and wills.

*Aug 16, 2015 (Aug 16, 2015 to Aug 17, 2015)*

Restorations are the way to go rather than buying a new piece of equipment. Research new ideas now, they can be insightful and fulfilling.

*Aug 16, 2015 (Aug 16, 2015 to Aug 17, 2015)*

Freedom is desired at all costs. Romance begins and ends. Negotiations and agreements will be unsettled, and do not gamble. Difficulty in self expression.

*Aug 17, 2015 (Aug 16, 2015 to Aug 19, 2015)*

This is a difficult time for money, insurance, taxes and wills. Disagreements with others, sexual incompatibility, and disappointments in finances/purchases.

*Aug 19, 2015 (Aug 18, 2015 to Aug 20, 2015)*

Trips and communication are favored. This is the time to sign contracts or conclude agreements. Appointments will be on time and lectures are favored.

*Aug 19, 2015 (Aug 18, 2015 to Aug 21, 2015)*

Disagreements can take place in the areas of Money, Insurance, Taxes, Wills, Land, or Alimony. Injuries by way of automobiles, guns or chemicals.

*Aug 20, 2015 (Aug 20, 2015 to Aug 21, 2015)*

Impulsive actions, financial mistakes, overextending yourself, unwise business ventures and unethical business practices should be avoided now.

*Aug 21, 2015 (Aug 19, 2015 to Aug 22, 2015)*

Will power, determination and joy in doing any kind of physical work is present. Cooperation and collaborations with people are favored.

*Aug 21, 2015 (Aug 20, 2015 to Aug 22, 2015)*

Popularity is high, and self expression strong. Success in romance and your creativity can bring honors. Speculation and dealings with children is favored.

*Aug 21, 2015 (Aug 21, 2015 to Aug 22, 2015)*

Mergers involving insurance companies or investments are favored as well as merchandising, buying and selling.

*Aug 21, 2015 (Aug 20, 2015 to Aug 23, 2015)*

Emotions can get out of control now. Matters of love, security and feeling needed can be an "issue" rather than a discussion. Finances are unfavorable.

*Aug 22, 2015 (Aug 20, 2015 to Aug 24, 2015)*

There are loving moods present now that would be best utilized doing something special for others, or humanitarian deeds.

*Aug 22, 2015 (Aug 22, 2015 to Aug 23, 2015)*

Unexpected communications can arrive, and original thinking is highlighted. This transit favors the opening of formerly unopened doors. Creative sparks.

*Aug 23, 2015 (Aug 21, 2015 to Aug 24, 2015)*

Any task that requires careful thinking will be of great benefit to you now. This is not a favorable time for hot and heavy negotiations.

*Aug 24, 2015 (Aug 24, 2015 to Aug 25, 2015)*

Journalistic fields and communications of all kinds are fortunate. Business activities are favored and your communicative abilities are highlighted.

*Aug 25, 2015 (Aug 24, 2015 to Aug 26, 2015)*

Stress, arguments, heated debates and a noticeable sarcasm in yourself and others will be seen but try to avoid confrontations.

*Aug 27, 2015 (Aug 26, 2015 to Aug 28, 2015)*

The creative juices are flowing now! Writing, painting, or drawing are favored. Romance will flourish, and real estate matters will do well.

*Aug 27, 2015 (Aug 25, 2015 to Aug 28, 2015)*

Anger and resentments of others can surface at this time to be dealt with. If you have words with anyone, settle it immediately.

*Aug 27, 2015 (Aug 26, 2015 to Aug 28, 2015)*

A very intuitive and insightful time. Favors repairs, contracts, research and detective work. Make changes in your life now.

*Aug 28, 2015 (Aug 23, 2015 to Sep 1, 2015)*

Prosperity can be found in finances, food related fields, business, farming, real estate and domestic products and services.

*Aug 29, 2015 (Aug 28, 2015 to Aug 30, 2015)*

Romance, financial negotiations and increases are favored. Popularity will increase and becoming engaged or married is a possibility.

*Aug 30, 2015 (Aug 30, 2015 to Aug 31, 2015)*

Exercising is great for vitality. Favors romance and new interests. Energy in abundance. Opportunities can arrive now. A favorable time for partnerships.

*Aug 30, 2015 (Aug 30, 2015 to Aug 31, 2015)*

Communications will be strained during this time, tinged with anger. People can show up when you don't want them to. Do not sign anything or advertise now.

*Aug 30, 2015 (Aug 26, 2015 to Sep 4, 2015)*

This is a favorable time for business, taxes, insurance, grants, education, legal matters, love, forming mergers, outdoor activities and travel.

*Aug 30, 2015 (Aug 30, 2015 to Aug 31, 2015)*

Good fortune can arrive and health matters are doing well. Your intuition is on target, so start new projects. Legal matters, vacations and money are good.

*Aug 31, 2015 (Aug 30, 2015 to Sep 1, 2015)*

All business, finance, insurance and the signing of papers is under a fortunate star. Secrets can easily be revealed to others.

*Aug 31, 2015 (Aug 30, 2015 to Sep 1, 2015)*

Popularity is high, and self expression strong. Success in romance and your creativity can bring honors. Speculation and dealings with children is favored.

*Sep 1, 2015 (Sep 1, 2015 to Sep 2, 2015)*

Journalistic fields and communications of all kinds are fortunate. Business activities are favored and your communicative abilities are highlighted.

*Sep 1, 2015 (Sep 1, 2015 to Sep 2, 2015)*

An active time filled with hard work, accomplishments and enlightenment. Ego conflicts with authority and family are likely to occur. Responsibilities.

*Sep 2, 2015 (Sep 1, 2015 to Sep 3, 2015)*

Stress, arguments, heated debates and a noticeable sarcasm in yourself and others will be seen but try to avoid confrontations.

*Sep 2, 2015 (Sep 2, 2015 to Sep 3, 2015)*

Mergers involving insurance companies or investments are favored as well as merchandising, buying and selling.

*Sep 3, 2015 (Sep 3, 2015 to Sep 4, 2015)*

Ideas and communications are easily accepted by others at this time and publicity in some form about you can take place. Advertising is favored.

*Sep 4, 2015 (Sep 3, 2015 to Sep 5, 2015)*

This transit favors writing, teaching and visiting others. If you have been waiting for the time to sign contracts or make agreements, this is the time.

*Sep 4, 2015 (Sep 3, 2015 to Sep 5, 2015)*

Vitality, energy and enthusiasm are in abundance now. Whatever you do now will affect the next year, so make it a good start. Confidence is high.

*Sep 4, 2015 (Sep 3, 2015 to Sep 5, 2015)*

The mind is clear, active and receptive to all stimuli around you now. An excellent time for research, lectures, diets and short distance travel.

*Sep 4, 2015 (Sep 3, 2015 to Sep 6, 2015)*

This is a good time to go looking for real estate or pay bills. Public relations, domestic and professional matters go well.

*Sep 7, 2015 (Sep 2, 2015 to Sep 11, 2015)*

Favors social activities, past relationships, marriage, philosophy, law, religion, music, artistic endeavors, luck, business and pleasure trips.

*Sep 7, 2015 (Sep 7, 2015 to Sep 8, 2015)*

Rash behavior and mishaps are possible now. Thinking can go out the window as your emotions take over. Women may experience digestive problems now.

*Sep 7, 2015 (Sep 7, 2015 to Sep 8, 2015)*

A very intuitive and insightful time. Favors repairs, contracts, research and detective work. Make changes in your life now.

*Sep 7, 2015 (Sep 6, 2015 to Sep 9, 2015)*

Business negotiations are not favored. Delay in shipments can occur. Fights, disputes, heated arguments can occur. Money and romance are not favored.

*Sep 8, 2015 (Sep 6, 2015 to Sep 9, 2015)*

Make favorable contacts with people now. It is the time for studying, reading, logical reasoning, writing and making many short trips.

*Sep 12, 2015 (Sep 11, 2015 to Sep 13, 2015)*

Romance, social affairs, pleasure trips, studying, publishing, dieting, buying clothes and personal hygiene are all under favorable auspices.

*Sep 12, 2015 (Sep 7, 2015 to Sep 17, 2015)*

This transit is favorable for political aspirations, legal matters and travel. Negotiate and come to terms with others now. Begin new projects.

*Sep 13, 2015 (Sep 8, 2015 to Sep 18, 2015)*

This is the time to relax, rejuvenate and travel. The domestic home front is more enjoyable. Benefits through any contacts and foreign interests.

*Sep 14, 2015 (Sep 13, 2015 to Sep 16, 2015)*

You will find that projects STOP temporarily. Explosive situations can get out of control. Expect nervous tension, anger and accidents around sharp tools.

*Sep 15, 2015 (Sep 15, 2015 to Sep 16, 2015)*

A time of popularity, and favors legal matters with positive results. Money can arrive, and new educational pursuits begin. Vacation and lotteries favored.

*Sep 16, 2015 (Sep 11, 2015 to Sep 21, 2015)*

Social honors increase along with recognition and support for ideals. Participation in religious, philosophic and educational matters.

*Sep 16, 2015 (Sep 15, 2015 to Sep 17, 2015)*

Advancement and learning something new. Creative insights and social life increase. Popularity, adventures, romance and new careers are favored.

*Sep 19, 2015 (Sep 19, 2015 to Sep 20, 2015)*

Social activities, creative ventures, relationships are favored, but be very careful of overindulging yourself. Speculation and gambling are favored.

*Sep 20, 2015 (Sep 19, 2015 to Sep 21, 2015)*

Games of competition, physical exertion or sports are highly favored. Avoid being impulsive. Start new projects and be careful of sharp objects.

*Sep 21, 2015 (Sep 19, 2015 to Sep 23, 2015)*

This will be an extremely busy time for you, when you can make beneficial contacts. Competition or recognition in business, profession and politics.

*Sep 21, 2015 (Sep 19, 2015 to Sep 23, 2015)*

There are loving moods present now that would be best utilized doing something special for others, or humanitarian deeds.

*Sep 22, 2015 (Sep 20, 2015 to Sep 24, 2015)*

Emotions can get out of control now. Matters of love, security and feeling needed can be an "issue" rather than a discussion. Finances are unfavorable.

*Sep 22, 2015 (Sep 17, 2015 to Sep 27, 2015)*

This is not a favorable time for law, politics, religion, philosophy, higher education, teaching, publishing, lecturing and dealing with foreign concerns.

*Sep 26, 2015 (Sep 25, 2015 to Sep 27, 2015)*

Make favorable contacts with people now. It is the time for studying, reading, logical reasoning, writing and making many short trips.

*Sep 27, 2015 (Sep 27, 2015 to Sep 28, 2015)*

Be careful of disagreements, arguments and offending people now. A physical and emotional low period. Do not take any chances with money at this time.

*Sep 27, 2015 (Sep 27, 2015 to Sep 28, 2015)*

A strong will and unlimited faith. Investigation and research is favored. A good time for taxes, insurance, new business, science and intuition.

*Sep 28, 2015 (Sep 27, 2015 to Sep 29, 2015)*

This is a good time to go looking for real estate or pay bills. Public relations, domestic and professional matters go well.

*Sep 28, 2015 (Sep 28, 2015 to Sep 29, 2015)*

The mind is clear, active and receptive to all stimuli around you now. An excellent time for research, lectures, diets and short distance travel.

*Sep 29, 2015 (Sep 29, 2015 to Sep 30, 2015)*

Social activities, creative ventures, relationships are favored, but be very careful of overindulging yourself. Speculation and gambling are favored.

*Sep 29, 2015 (Sep 29, 2015 to Sep 30, 2015)*

This transit favors writing, teaching and visiting others. If you have been waiting for the time to sign contracts or make agreements, this is the time.

*Sep 30, 2015 (Sep 29, 2015 to Oct 1, 2015)*

Ideas and communications are easily accepted by others at this time and publicity in some form about you can take place. Advertising is favored.

*Sep 30, 2015 (Aug 31, 2015 to Oct 24, 2015)*

Original business ideas, sudden decisions made in business, short trips, friends, groups, working, study and research are favorable.

*Sep 30, 2015 (Sep 28, 2015 to Oct 1, 2015)*

This is an unfavorable time period for money, tax and insurance. Legal matters can take a different course due to sudden shocking evidence.

*Sep 30, 2015 (Sep 29, 2015 to Oct 1, 2015)*

Games of competition, physical exertion or sports are highly favored. Avoid being impulsive. Start new projects and be careful of sharp objects.

*Sep 30, 2015 (Sep 29, 2015 to Oct 1, 2015)*

Mergers involving insurance companies or investments are favored as well as merchandising, buying and selling.

*Sep 30, 2015 (Sep 29, 2015 to Oct 1, 2015)*

A time of popularity, and favors legal matters with positive results. Money can arrive, and new educational pursuits begin. Vacation and lotteries favored.

*Sep 30, 2015 (Sep 29, 2015 to Oct 1, 2015)*

Stress, arguments, heated debates and a noticeable sarcasm in yourself and others will be seen but try to avoid confrontations.

*Sep 30, 2015 (Sep 29, 2015 to Oct 2, 2015)*

Do it yourself projects are highly favored now as well as real estate transactions and being with family and friends.

Oct 1, 2015 (Oct 1, 2015 to Oct 2, 2015)

Popularity is high, and self expression strong. Success in romance and your creativity can bring honors. Speculation and dealings with children is favored.

Oct 1, 2015 (Sep 30, 2015 to Oct 3, 2015)

This is a difficult time for marriage, but favors business, taxes, insurance and wills.

Oct 1, 2015 (Oct 1, 2015 to Oct 2, 2015)

Journalistic fields and communications of all kinds are fortunate. Business activities are favored and your communicative abilities are highlighted.

Oct 2, 2015 (Oct 1, 2015 to Oct 3, 2015)

An electric, exciting and surprising time. Your intuition and psychic side is alive and accurate. Arguments, conflicts and disagreements.

Oct 2, 2015 (Oct 1, 2015 to Oct 3, 2015)

Major good news can easily arrive! Fresh and new ideas for creative can surface. Your self confidence is high and short trips can occur.

Oct 2, 2015 (Oct 1, 2015 to Oct 3, 2015)

You are positive and energized, ready to make positive changes. Career goals are right on track. Pay careful attention to details.

Oct 3, 2015 (Oct 3, 2015 to Oct 4, 2015)

All business, finance, insurance and the signing of papers is under a fortunate star. Secrets can easily be revealed to others.

Oct 4, 2015 (Oct 2, 2015 to Oct 5, 2015)

Communications will be strained during this time, tinged with anger. People can show up when you don't want them to. Do not sign anything or advertise now.

Oct 4, 2015 (Oct 2, 2015 to Oct 5, 2015)

Popularity will increase and mixing business with pleasure can be successful now. Business and finances are highly favorable. Infatuations can arise now.

Oct 5, 2015 (Oct 5, 2015 to Oct 6, 2015)

Vitality, energy and enthusiasm are in abundance now. Whatever you do now will affect the next year, so make it a good start. Confidence is high.

Oct 5, 2015 (Sep 30, 2015 to Oct 10, 2015)

Relationships will be happy, showing joy when you are together or with other people. You will be feeling great, and love can bloom and grow.

*Oct 5, 2015 (Oct 4, 2015 to Oct 7, 2015)*

The emphasis is on love and artistic pursuits. Love unions are possible now. Relationships that are formed at this time can be quite obsessive.

*Oct 6, 2015 (Oct 4, 2015 to Oct 7, 2015)*

This is a high energy cycle and a great time to present new projects to others. Determination, will power, precision workmanship, short trips favored.

*Oct 6, 2015 (Oct 4, 2015 to Oct 8, 2015)*

Discussions and interviews are well received now. This transit favors working on the home front, legal matters, negotiations and travel.

*Oct 7, 2015 (Oct 6, 2015 to Oct 9, 2015)*

This will be an extremely busy time for you, when you can make beneficial contacts. Competition or recognition in business, profession and politics.

*Oct 9, 2015 (Oct 8, 2015 to Oct 11, 2015)*

You will exhibit a very competitive nature now and conflicts will be seen in domestic, romantic and professional situations. Your energy level will be high.

*Oct 12, 2015 (Oct 11, 2015 to Oct 13, 2015)*

Major good news can easily arrive! Fresh and new ideas for creative can surface. Your self confidence is high and short trips can occur.

*Oct 13, 2015 (Oct 13, 2015 to Oct 14, 2015)*

This transit favors entertaining in the home and auspicious time for dealing with women, business, creative urges and cooking.

*Oct 13, 2015 (Oct 13, 2015 to Oct 14, 2015)*

Deep emotions can come to the surface at this time. Concepts that are both brilliant and far reaching are easy to grasp. Compulsive spending.

*Oct 14, 2015 (Oct 12, 2015 to Oct 15, 2015)*

Anger and resentments of others can surface at this time to be dealt with. If you have words with anyone, settle it immediately.

*Oct 15, 2015 (Oct 15, 2015 to Oct 16, 2015)*

Communications will be strained during this time, tinged with anger. People can show up when you don't want them to. Do not sign anything or advertise now.

*Oct 15, 2015 (Oct 15, 2015 to Oct 16, 2015)*

Take time off and go to a party. You have been working entirely too hard and need some time to unwind with people you can relate to emotionally.

Oct 15, 2015 (Oct 15, 2015 to Oct 16, 2015)

Vitality, energy and enthusiasm are in abundance now. Whatever you do now will affect the next year, so make it a good start. Confidence is high.

Oct 15, 2015 (Oct 15, 2015 to Oct 16, 2015)

All business, finance, insurance and the signing of papers is under a fortunate star. Secrets can easily be revealed to others.

Oct 16, 2015 (Oct 15, 2015 to Oct 17, 2015)

Popularity can easily soar with the opposite sex now so mix business with pleasure if you can. Business and finances are favored.

Oct 16, 2015 (Oct 15, 2015 to Oct 18, 2015)

This transit favors business, finance, foreign investments, medicine and law. New friendships can be stimulating and wonderful. Rest and recuperate.

Oct 17, 2015 (Oct 17, 2015 to Oct 18, 2015)

An electric, exciting and surprising time. Your intuition and psychic side is alive and accurate. Arguments, conflicts and disagreements.

Oct 17, 2015 (Oct 17, 2015 to Oct 18, 2015)

Journalistic fields and communications of all kinds are fortunate. Business activities are favored and your communicative abilities are highlighted.

*Oct 17, 2015 (Oct 17, 2015 to Oct 18, 2015)*

The emphasis is on love and artistic pursuits. Love unions are possible now. Relationships that are formed at this time can be quite obsessive.

*Oct 17, 2015 (Oct 17, 2015 to Oct 18, 2015)*

Alienating others can be very easy if you aren't careful. Attention can come to you from the public in some way. Professional and political changes.

*Oct 17, 2015 (Oct 12, 2015 to Oct 23, 2015)*

This is a favorable time for business, taxes, insurance, grants, education, legal matters, love, forming mergers, outdoor activities and travel.

*Oct 17, 2015 (Oct 16, 2015 to Oct 19, 2015)*

This is a difficult time for marriage, but favors business, taxes, insurance and wills.

*Oct 18, 2015 (Oct 17, 2015 to Oct 19, 2015)*

Stress, arguments, heated debates and a noticeable sarcasm in yourself and others will be seen but try to avoid confrontations.

*Oct 18, 2015 (Oct 17, 2015 to Oct 19, 2015)*

Mergers involving insurance companies or investments are favored as well as merchandising, buying and selling.

*Oct 19, 2015 (Oct 19, 2015 to Oct 20, 2015)*

This is a difficult time for family, finances and profession. Chances are that if finances go poorly, it was your own fault and undoing.

*Oct 19, 2015 (Oct 19, 2015 to Oct 20, 2015)*

Ideas and communications are easily accepted by others at this time and publicity in some form about you can take place. Advertising is favored.

*Oct 19, 2015 (Oct 19, 2015 to Oct 20, 2015)*

This transit favors writing, teaching and visiting others. If you have been waiting for the time to sign contracts or make agreements, this is the time.

*Oct 19, 2015 (Oct 19, 2015 to Oct 20, 2015)*

The mind is clear, active and receptive to all stimuli around you now. An excellent time for research, lectures, diets and short distance travel.

*Oct 20, 2015 (Oct 19, 2015 to Oct 21, 2015)*

This is a good time to go looking for real estate or pay bills. Public relations, domestic and professional matters go well.

*Oct 21, 2015 (Oct 21, 2015 to Oct 22, 2015)*

If you are encountering any difficulties at this time, this is a great time to settle them. A new friend or lover may enter your life now.

*Oct 21, 2015 (Oct 21, 2015 to Oct 22, 2015)*

Make favorable contacts with people now. It is the time for studying, reading, logical reasoning, writing and making many short trips.

*Oct 24, 2015 (Oct 23, 2015 to Oct 25, 2015)*

Deep emotions can come to the surface at this time. Concepts that are both brilliant and far reaching are easy to grasp. Compulsive spending.

*Oct 25, 2015 (Oct 24, 2015 to Oct 27, 2015)*

This transit favors study, writing, short trips and research of any kind. An excellent time to formulate business contracts and agreements for success.

*Oct 26, 2015 (Oct 25, 2015 to Oct 27, 2015)*

The mind is clear, active and receptive to all stimuli around you now. An excellent time for research, lectures, diets and short distance travel.

*Oct 27, 2015 (Oct 27, 2015 to Oct 28, 2015)*

The creative juices are flowing now! Writing, painting, or drawing are favored. Romance will flourish, and real estate matters will do well.

*Oct 27, 2015 (Oct 18, 2015 to Nov 5, 2015)*

This transit favors business and legal matters. Past romantic relationships can renew themselves now. You will view the situation with a new light.

*Oct 27, 2015 (Oct 27, 2015 to Oct 28, 2015)*

Misunderstandings and quarrels. Difficulties in money, insurance and taxes. Relationships terminated. Impulsive actions. Jealousy and fanatical behavior.

*Oct 28, 2015 (Oct 27, 2015 to Oct 29, 2015)*

Make favorable contacts with people now. It is the time for studying, reading, logical reasoning, writing and making many short trips.

*Oct 29, 2015 (Oct 29, 2015 to Oct 30, 2015)*

This is a good time for legal matters, marriage and studying. This transit favors advertising, business communications and short trips as well.

*Oct 29, 2015 (Oct 29, 2015 to Oct 30, 2015)*

This transit favors writing, teaching and visiting others. If you have been waiting for the time to sign contracts or make agreements, this is the time.

*Oct 29, 2015 (Oct 29, 2015 to Oct 30, 2015)*

Social activities, creative ventures, relationships are favored, but be very careful of overindulging yourself. Speculation and gambling are favored.

Oct 29, 2015 (Oct 29, 2015 to Oct 30, 2015)

Career activities are emphasized now or you may be discussed in or by the public in some way. You may want to be alone in your work. Make decisions now.

Oct 30, 2015 (Oct 29, 2015 to Oct 31, 2015)

Games of competition, physical exertion or sports are highly favored. Avoid being impulsive. Start new projects and be careful of sharp objects.

Oct 30, 2015 (Oct 29, 2015 to Oct 31, 2015)

Ego conflicts can cause changes in job. Romance, gambling and business are not favored. Confrontations with others. Expansion is highly unfavorable.

Oct 31, 2015 (Oct 29, 2015 to Nov 1, 2015)

This transit favors bravery, courage, working with men, seeking employment or advancement, legal actions, wills and taxes. Business is fortunate.

Oct 31, 2015 (Oct 31, 2015 to Nov 1, 2015)

Popularity is high, and self expression strong. Success in romance and your creativity can bring honors. Speculation and dealings with children is favored.

*Nov 1, 2015 (Oct 31, 2015 to Nov 2, 2015)*

This is an excellent aspect for music, artistic endeavors or a romantic evening. Schedules will move along quite well. Travel and gambling is favored.

*Nov 1, 2015 (Oct 31, 2015 to Nov 2, 2015)*

Alienating others can be very easy if you aren't careful. Attention can come to you from the public in some way. Professional and political changes.

*Nov 1, 2015 (Oct 23, 2015 to Nov 10, 2015)*

This is an excellent time for legal matters, scientific pursuits, business, mathematics, technical matters, seeing your doctor and politics.

*Nov 2, 2015 (Nov 2, 2015 to Nov 3, 2015)*

Being at the right place at the right time can bring some very favorable opportunities or benefits that can come from others. Creative brainstorming.

*Nov 2, 2015 (Nov 2, 2015 to Nov 3, 2015)*

New and interesting acquaintances can suddenly arise. Gains can come from unseen sources and this transit also favors buying, or just splurging.

*Nov 4, 2015 (Nov 4, 2015 to Nov 5, 2015)*

Buying is favored now and you will experience an increase in phone calls from women, and relations with women will be better.

*Nov 4, 2015 (Nov 4, 2015 to Nov 5, 2015)*

Take some time off and have some fun. Recognition and success for past activities. A time of socializing and close relationships. Creativity favored.

*Nov 4, 2015 (Nov 4, 2015 to Nov 5, 2015)*

Relationships can start here that can prove to be very satisfying. Business or any relations with women are very favorable during this transit.

*Nov 4, 2015 (Nov 4, 2015 to Nov 5, 2015)*

This is a difficult time for business and no contracts or agreements should be formulated. Conditions are right for fraud and theft.

*Nov 5, 2015 (Nov 4, 2015 to Nov 6, 2015)*

Creativity can be expressed easily. Love that starts now will be fulfilling. Business connected to art, music, luxury items and insurance is favored. Money increases.

*Nov 5, 2015 (Nov 5, 2015 to Nov 6, 2015)*

Journalistic fields and communications of all kinds are fortunate. Business activities are favored and your communicative abilities are highlighted.

*Nov 5, 2015 (Nov 4, 2015 to Nov 7, 2015)*

Romantic relationships will prove to be most stimulating and fulfilling. Business connected to art, music, luxury items and insurance is favored.

*Nov 6, 2015 (Nov 6, 2015 to Nov 7, 2015)*

Stress, arguments, heated debates and a noticeable sarcasm in yourself and others will be seen but try to avoid confrontations.

*Nov 6, 2015 (Nov 6, 2015 to Nov 7, 2015)*

Communications or business with people will be disappointing. Appointments can be delayed or cancelled. Finances, travel and investments are not favored.

# OVERCOMING CHALLENGES

## Get Inspired

### THE BUMBLEBEE

According to scientists, the bumblebee's body is too heavy and its wing span too small. Aerodynamically, the bumblebee cannot fly. But the bumblebee doesn't know that and it keeps flying.

When you don't know your limitations, you go out and surprise yourself. In hindsight, you wonder if you had any limitations. The only limitations a person has are those that are self-imposed.

**Defeat is not the worst of failures. Not to have tried is the true failure.**

-George Edward Woodberry

**What is defeat? Nothing but education; nothing but the first steps to something better.**

-Proverb

**Dream no small dreams for they have no power to move the hearts of men.**

-Johann Wolfgang von Goethe

### MEANINGLESS GOALS

A farmer had a dog who used to sit by the roadside waiting for vehicles to come around. As soon as one came he would run down the road, barking and trying to overtake it. One day a neighbor asked the farmer "Do you think your dog is ever going to catch a car?" The farmer replied, "That is not what bothers me. What

bothers me is what he would do if he ever caught one." Many people in life behave like that dog who is pursuing meaningless goals.

**Life is hard by the yard, but by the inch, it's a cinch.**

Stand up to your obstacles and do something about them. You will find that they haven't half the strength you think they have.

-Norman Vincent Peale

The gem cannot be polished without friction, nor man be perfected without trials.

-Danish Proverb

Problems are only opportunities in work clothes.

-Henry J. Kaise

"A good character is the best tombstone. Those who loved you and were helped by you will remember you when forget-me-nots have withered. Carve your name on hearts, not on marble."

### **The Triple-Filter Test**

In ancient Greece, Socrates was reputed to hold knowledge in high esteem. One day an acquaintance met the great philosopher and said, "Do you know what I just heard about your friend?"

"Hold on a minute," Socrates replied. "Before you talk to me about my friend, it might be good idea to take a moment and filter what you're going to say. That's why I call it the triple filter test. The first filter is Truth. Have you made absolutely sure that what you are about to tell me is true?"

"Well, no," the man said, "actually I just heard about it and..."

"All right," said Socrates. "So you don't really know if it's true or not. Now, let's try the second filter, the filter of Goodness. Is what you are about to tell me about my friend something good?"

"Umm, no, on the contrary..."

"So," Socrates continued, "you want to tell me something bad about my friend, but you're not certain it's true. You may still pass the test though, because there's one filter left—the filter of Usefulness. Is what you want to tell me about my friend going to be useful to me?"

"No, not really."

"Well," concluded Socrates, "if what you want to tell me is neither true, nor good, nor even useful, why tell it to me at all?"

There is power of life and death in the tongue. An encouraging word to someone who is down can lift them up and help them make it through the day.

A destructive word to someone who is down can be what it takes to kill him or her.

Be careful of what you say. Speak life to those who cross your path. The power of words.... it is sometimes hard to understand that an encouraging word can go such a long way. Anyone can speak words that tend to rob another of the spirit to continue in difficult times.

Special is the individual who will take the time to encourage another.

Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it.

-Michael Jordan

**Troubles are often the tools by which God fashions us for better things.**

-Henry Ward Beecher

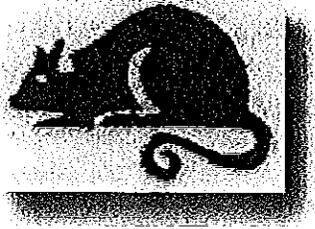
**ALEC GIBSON****Your Chinese Zodiac Sign:**

In the Chinese zodiac, twelve animals are used to denote the year of a person's birth:

FIND YOUR BIRTH YEAR AND MATCH IT TO YOUR ANIMAL SIGN:

SEE WHAT CHINESE ASTROLOGY HAS TO SAY ABOUT YOU

Rat	1900	1912	1924	1936	1948	1960	1972	1984	1996	2008	2020
Ox	1901	1913	1925	1937	1949	1961	1973	1985	1997	2009	2021
Tiger	1902	1914	1926	1938	1950	1962	1974	1986	1998	2010	2022
Rabbit	1903	1915	1927	1939	1951	1963	1975	1987	1999	2011	2023
Dragon	1904	1916	1928	1940	1952	1964	1976	1988	2000	2012	2024
Snake	1905	1917	1929	1941	1953	1965	1977	1989	2001	2013	2025
Horse	1906	1918	1930	1942	1954	1966	1978	1990	2002	2014	2026
Sheep	1907	1919	1931	1943	1955	1967	1979	1991	2003	2015	2027
Monkey	1908	1920	1932	1944	1956	1968	1980	1992	2004	2016	2028
Rooster	1909	1921	1933	1945	1957	1969	1981	1993	2005	2017	2029
Dog	1910	1922	1934	1946	1958	1970	1982	1994	2006	2018	2030
Boar	1911	1923	1935	1947	1959	1971	1983	1995	2007	2019	2031



**Rat:**

Element: Water

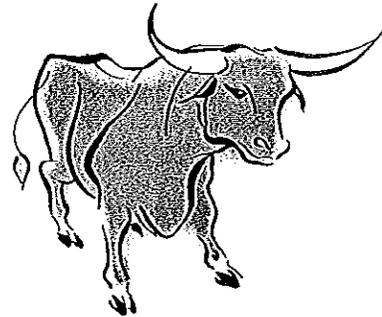
Partners well with Dragon and Monkey

Characteristics: Intelligent, adaptable, quick-witted, charming, aggressive, artistic, sociable. They appear calm and well balanced but underneath they're restless and a bit nervous. Hard workers and shrewd about money but generous with their family. They are very appealing and always have admirers.

**Ox:**

Element: Earth

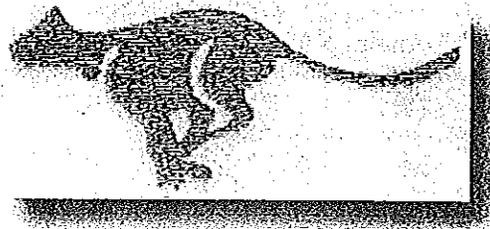
Partners well with: Snake and Rooster. Characteristics: Loyal, reliable, thorough, strong, reasonable, steady, determined. They work tirelessly for what they want. Because of their trustworthy character they will often hold positions of authority and responsibility. They also have quite a temper.



**Tiger:**

Element: Wood

Partners well with: Horse and Dog  
Characteristics: Enthusiastic, courageous, ambitious, leadership, confidence, charismatic. Tigers are often rebels. They are colorful and unpredictable. They speak their minds when they are upset and can have suspicious natures. They have sensitive feelings and require a lot of comforting.

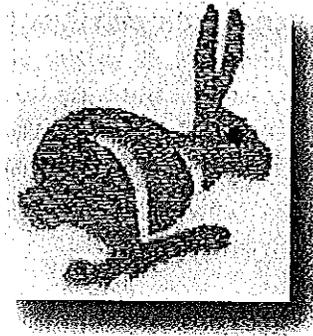


**Rabbit:**

Element: Wood

Partners well with: Sheep and Boar

Characteristics: Trustworthy, empathic, modest, diplomatic, sincere, sociable, caretakers. Their sign is the emblem of long life. They are artistic and sensitive to beauty, They enjoy a tranquil life and a quiet evening home. They are often the diplomats and peace makers. They rarely get into serious trouble and make few enemies. If things get too rough expect them to make a quick departure.



**Dragon:**

Element: Earth

Partners well with: Rat and Monkey

Characteristics: Lucky, flexible, eccentric, imaginative, artistic, spiritual, charismatic.

Dragons are proud and direct. They have high ideals and try to live up to them. Always on the run they are full of vitality and love of life. They can't keep secrets but they speak from their heart and are always sincere. They like to get things done and motive others as well. They consider themselves very strong. They can be artists, politicians, doctors or ministers. With the right profession they will be very successful



**Snake:**

Element: Fire:

Partners well with Rooster and Ox

Characteristics: Philosophical, organized, intelligent, intuitive, elegant, attentive, decisive. They are romantic and charming. Deep thinkers and mysterious. They trust themselves above all. They are good with money and don't worry about it; somehow when money is needed it appears. Despite their good luck they should never gamble. They



learn quickly from their mistakes with their computer like brains. When angry you can feel their icy hostility instead of sharp words. They never betray their real feelings.

**Horse:**

Element: Fire

Partners well with: Dog and Tiger

Characteristics: Adaptable, loyal, courageous, ambitious, intelligent, adventurous, strong. Horses are very appealing. Warm and friendly they love social gatherings and people. They are high spirited and changeable. This also makes them hot tempered and headstrong. Here today gone tomorrow. Adventurous at heart with sharp minds and abilities managing money. Self reliant and energetic, they love exercise; mental and physical.

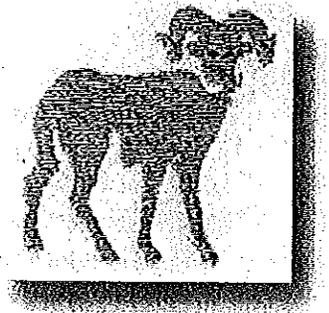


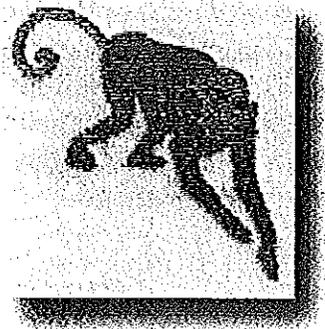
**Sheep:**

Element: Earth

Partners well with: Boar and Rabbit

Characteristics: Tasteful, crafty, warm, elegant, charming, intuitive, sensitive, calm. Good Samaritans. Gentle mannered and a little shy. They are understanding of others faults and quick to forgive. They like to set their own hours and don't tolerate too much discipline, they can be easily offended and prefer to work at their own speed. They benefit from wills and inheritances, good fortune smiles upon them. They overspend and love a life of luxury. They are not very practical but sensitive and creative.





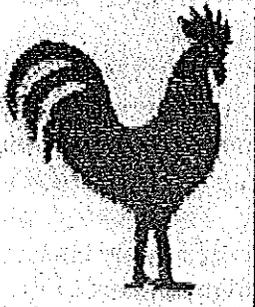
**Monkey:**

Element: Metal

Partners well with: Dragon and Rat

Characteristics: Quick-witted, charming, lucky, adaptable, bright, versatile, lively, smart. No task is too great for clever monkeys. Masters at most anything their charming manner draws others. They solve difficult problems easily are quick witted

innovative and totally believe in themselves. Intellectual with great memories the remember everything. They are wizards with money and very lucky. They have a hundred schemes to try and some are successful. They are great strategists, they always see the opportunities.



**Rooster:**

Element: Metal

Partners well with: Snake and Ox

Characteristics: Honest, energetic, intelligent, flamboyant, flexible, diverse, confident. The most eccentric of the Chinese zodiac signs. They are dreamers and romantics. Colorful and attractive radiant and dashing they are very proud of themselves. Organized and precise their sharp eyes seek out the fine details. They are perfectionists.

They like to start controversies and they express themselves well in writing and speech. They have great stamina and will win their point. They handle money very well and are budget experts. If you have trouble they quickly straighten you out whether you want them to or not. Ambitious, they have a deep passion for their chosen fields and are very creative.



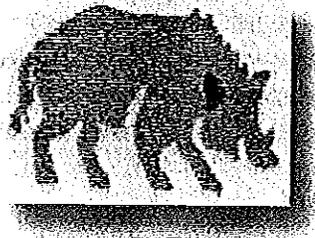
**Dog:**

Element: Earth

Partners well with: Tiger and Horse

Characteristics: Loyal, sociable, courageous, diligent, steady, lively, adaptable, smart. Protective of their loved ones and themselves. They believe in justice and fair play and will rescue you again and again. They may rant and rave but never rest until they right the wrong. They suffer with the world. They have a

sharp eye read people very well and understand other's motives. They can be private about their personal life and strangers getting to close will make them withdraw. Good judges of character they have superb insight into human nature. If you need them dogs will be there. They work long and hard and like the best, but know how to relax and enjoy their family and home. They have playful moods and a great sense of humor but also will quickly snarl and insult you with expertise if you offend them. They forgive with the same speed. They have a high sense of value and defend what is theirs. They decide if they trust you slowly and rarely change their minds. They are very black and white, but intelligent and well balanced.



**Boar:**

Element: Water

Partners well with: Sheep and Rabbit

Characteristics: Honorable, philanthropic, determined, optimistic, sincere, sociable . Self reliant, social and dependable. They love peace and hate arguments or tense situations, but don't hold grudges. They make life long friendships and love social gatherings and parties. Their pursuit of pleasure must not interfere with the other aspects of their lives. They listen to your problems and get involved trying to help. They have big heart and are really very innocent and even naïve. They are trust worthy with a calm expression and sincere manner and find it hard to understand people with fewer scruples. Weighing and pro and con of situations in order to avoid complications they can miss they opportunity altogether. Miracles can happen for them, fortune favors boars. They trust everyone and believe what they hear in romantic situations they can be taken advantage of, even though they are intelligent and know how to take care of their own. If hurt they carry that pain a long time. They need to work off their energy and work and play hard. It is believed by the Chinese that Boars own the Horn of Plenty.

Open carefully

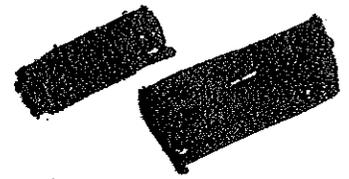
# CONFIDENTIAL PSYCHIC PREDICTIONS ENCLOSED



**"THE PSYCHIC PREDICTIONS IN THIS ENVELOPE WILL SHOCK YOU!"**

Dearest Friend... My Psychic Powers tell me that some time in the next 21-37 days, huge amounts of New Wealth... DEEP Romance... and FANTASTIC HEALTH could begin to build in your life. Please open this envelope & read the THREE SHOCKING predictions I have about your future!

-----Lee Moorhead  
Celebrity Psychic, East Hampton, NY



ATTACHMENT IV

***My Friend... I Want You To Forget Every Bad Thing That's Ever Happened To You, Because Your Life Is About To Take A Fantastic Turn For The Better! I Believe The Next 13 WEEKS Could Bring You The Beginning Of A Massive Increase In Money... Deep Romance... Great Health... And Much More! But First...***



## **“I Have Three Predictions That Will Shock You!”**

Trust me, when you read these **THREE** predictions you are going to be blown away with Joy & Happiness! You deserve this my friend... I know your life has not been easy... but your time to relax and let all good things come to you is very close!

Congratulations My Dearest Friend... My Psychic Senses tell me your life could take a fabulous positive turn in the next 13 weeks! But you need to take immediate & massive action if you want to experience the explosion in Good Fortune & Improved Quality of Life that I believe could soon come your way. Please read the entire contents of this package & contact me as soon as you possibly can... I want to help you Right Away!

*Lee Moorhead, Psychic + Mystic*

Dear Cherished Friend...

I'm about to reveal three predictions about your future that will shock you!

In fact, my God-Given Psychic Gifts tell me that during the next 13 weeks you could begin to build massive amounts of good fortune across every area of your life & reach levels of Happiness & Optimism about your future that you never dreamed possible!

(Over, please...)

I'll tell you more about that in a minute, but first I want to reveal Three Big Predictions that I'm sure are going to bring you instant joy!

**PREDICTION #1: You could Soon Begin to Experience an Increase in Your Ability to Attract Money Into Your Life!** My dearest friend... if you dream about having more money & better things in your life, then your prayers are about to be answered. My psychic intuition is telling me that in the next 13 weeks you could definitely begin to build the foundation from which great wealth can come!

This Great New Wealth could mean more money than you've ever seen in your lifetime & could bring you and your family the kind of financial security that you've probably dreamt about since you were old enough to know what money was. And I believe that if you give me your complete & total attention, I can help you begin to build the kind of wealth that's usually reserved for Celebrities & the Ultra-Rich!

The fact is, I really think you deserve to have more money in your life. My experience tells me that you've probably been a very good & decent person all of your life... but that you probably haven't received many Financial Rewards. In fact, I'm sure you've had your share of financial difficulties. But I also bet you don't complain much. I want to see you rewarded for that... for doing your best and never complaining.

I want to help you change that. I want to use all of my Psychic Gifts & Powers to guide you towards the decisions that Could Bring You a Bigger Bank Account... A Larger Home... The Ability to Drive a Nicer Car Like a Honda Accord or a Ford Focus... The Ability to Shop in Nice Stores like Target, Macy's, Best Buy, & The Apple Store... and give you the ability to be as generous with your friends & family as you want.

I'm a very generous person & I'll bet you're a very generous person too. And I'll guess you want to be as generous with the people you love as you can be. Am I right? Imagine having enough money where you could buy any gift at any time for any person you like.

And just imagine being able to help a child you know go to college by giving them money for tuition. I know how good that would make you feel.

This is the kind of Wealth I think you can attract to your life with my Psychic Help. I know financial security is something you really want... my psychic intuition tells me that about you... and I want that for you too! I want to help provide the guidance that can help you attain long term financial security. I sense you've been through a lot of personal adversity in your life... you deserve some financial security & visibility in your future & I want to help you get it.

**Predictions #2: You Could Soon Experience The Greatest, Deepest Romance Of Your Life!** My friend, I want you to forget any bad romance or heartache you've ever had, because I believe in the next 63 - 91 days you could

(Continued...)

find yourself involved in the most Fantastic... Deepest... Most Meaningful Romantic Relationship of your Life!

I know you've been hurt in the past by someone you loved... and that caused you to be very cautious about opening yourself up to true love ever again... But please don't despair about that... you're not alone... almost everyone in the world has been hurt after putting their love & faith into someone, only to be cheated on or mistreated by that person without any warning at all!

But I get the feeling you went through a particularly hurtful break-up that you never fully recovered from. And I know that the thought of a new love can be frightening to you... I want to use my Psychic Gift to help you finally get past that heartbreak & help you make the right decisions that will guide you towards the deepest love affair of your life! I want to guide you towards the person who'll be your best friend... your lover... and your soul mate!

And here's a Secret: You may already know this person! In fact, you may already be extremely close to them. That's right... this magical person who you've been searching for your entire life could already be in your life... and you may see them every day and not even realize that they are the greatest love of your life! I'm going to help you open your eyes and see what could be right in front of you!

**Prediction #3: You're Going to Live a Much Longer, Healthier Life Than You Ever Dreamed!** My friend, I know you don't have the energy you had when you were younger... and that you're probably beginning to notice new aches and pains on a more frequent basis... But that could all end for you soon. I predict that in the very near future, if you follow my mystic, psychic, and holistic guidance closely, you'll experience a powerful & sustained boost of energy that will improve your life and allow you to live much longer than you ever dreamed possible!

And based on what I know about your future I believe it's very important that you live a long & healthy life. Many great accomplishments lie ahead for you and for several members of your family. I want to make sure you're around long enough to witness all the great things that your future holds!

My psychic vision tells me your family & friends need you to be there for them for as long as possible... and I want to guide you towards a long & fruitful life. But that's not all...

## **I Have Even More Detailed Predictions About Your Future... And They Could All Start Unfolding in the Next 13 Weeks!**

My dearest friend... I've just told you three of the predictions I have about your future. But you need to know I have Many More Visions of the Future that I want to share with you. Some of these visions Concern Your

(Continued...)

Family... Your Friends... New Career Opportunities... More on Your Long Term Financial Security & Health... People Who May Betray You... People Who May Offer You Unexpected Generosity... Unclaimed Funds and Gifts that may currently be held for you... and much, much more!

I want to tell you everything I see in the future, but I need your permission first. That's why you must reach out to me now! I truly want to be 'close friends' with you... but I don't want to intrude on your life... that's why I need you to make the 1st move & invite me in so I can begin formally working as your personal psychic as soon as possible!

Actually, I've already started working on your behalf. I'm currently preparing a VERY detailed 13 Week Psychic Prediction Report for you. Once I hear from you, I'll put the finishing touches on it and send it to you via USPS!

I must tell you, I'll be absolutely overjoyed if you accept my offer to help you... I really think you have a VERY interesting future ahead... But before I go any further, let me ask you a question: Are you wondering why I'm personally offering to help you? Here's the reason:

**I PROMISED THREE PEOPLE THAT I'D HELP YOU...  
AND TODAY I'M KEEPING THAT PROMISE!**

These three people prefer that I don't reveal their identities, but I can tell you this: These are three generous men who live in New York City, and they're experts at identifying people who could benefit from my psychic help. They asked me to help you, and because I respect them so much, I promised I would.

And today I take the first step towards keeping my promise to them by offering you my psychic help.

By the way, you should consider yourself VERY lucky that these men were looking out for your well being.

I don't offer my Psychic Guidance to many new people. I have a small Psychic Practice where I only offer my help to a 'small family' of special friends who I feel close to. And now, I'm asking you to join this exclusive group of people.

It's my hope that you accept my offer to help you & allow me to become your Personal Psychic & Guardian Angel... hopefully for life! That means you will never be alone... I'll travel by your side spiritually for the rest of your life... not only as your friend... but as your mystic guide and protector.

(Continued...)

I don't think there's anyone else in The United States who's more qualified to guide you towards the right decisions in life... and when I say 'right decisions' I mean the ones that will lead you to the Most Money... Deepest Love... Best Health... Most Affection... True Happiness... The Richest Rewards... and the Most Inner Peace.

And Why am I the most qualified? Because God gave me a gift at birth that allows me to peer into the future and see what's coming... and not just for you... for your family & friends as well. I want to use my clairvoyant skills to help keep you away from dangerous situations & guide you towards Prosperity & Wealth! But even more important to me, I want to build a real relationship with you my friend... a friendship that will last for as long as we both live.

And to seal our new friendship, I'm going to send you a FREE Gift that I believe could change your life!

When I send your Personal 13 Week Psychic Prediction Report, I'm going to include my "Wealth Vision Forecast" that will focus specifically on your personal ability to attract money & prosperity into your life.

*I want you to have much more money in your life!!!*

I know how important money is to you & your family... and that's nothing to be ashamed of! Money is what makes the world go round & can determine how much freedom you enjoy in your daily life. That's why your "Wealth Vision Forecast" is such a valuable FREE Gift... it will give you my vision of how you can attract money into your life in the coming weeks, months, and years & help you create Financial Security for you & your loved ones!

**You Should Also Know This is a 100% RISK-FREE Offer To You!**

Let me explain: I'm extremely confident that I can accurately predict your future and help guide you towards the decisions that will bring you massive happiness.

And because I'm so confident in the Psychic Gifts I was born with, I can make you this 100% Money Back Guarantee: If you are not completely satisfied with the 13 Week Psychic Prediction Report that I'm about to complete & send to you, I'll issue you a 100% refund, ABSOLUTELY NO QUESTIONS ASKED!

I can make this kind of Risk-FREE Offer because I know for a fact that you're going to be Fascinated... Amazed... Happy... Shocked... & Infinitely Pleased with the Predictions & Guidance I'm about to give you.

*This is Really Important -- Please Read Carefully!*

But before I send you your 13 Week Psychic Prediction Report & Your Free "Wealth vision Forecast" I need you to do something Very Important for me that will Strengthen my Psychic Bond with you... I need you to give me your right thumbprint.

I've enclosed a sealed envelope explaining the importance of your thumbprint, but let me explain a little about it here: When I give someone a Psychic Reading in person, I can look into their eyes... I can hear their voice... and I can have physical contact with them by hugging them or shaking their hand.

Unfortunately, I don't have the opportunity to do those things with you. However, you can give me something that can strengthen my Psychic Bond with you in ways that a face-to-face meeting can't... And that is your thumbprint from your right thumb!

The reason your thumbprint connects us so well on a psychic level is because it's completely 100% unique to you! And if I carefully read your thumbprint, I feel it can give me a super powerful & personal psychic CONNECTION with you that enables me to see clearly into your future! Your thumbprint from your right hand can be an essential part of guiding you towards Money... Love... and Major Happiness!

Having your thumbprint is actually even better than reading your palm in person. And because the thumbprint on your right hand is so unique, it can actually act as a Psychic Window into your soul... and once I have your thumbprint, I can read it and refer to it whenever I want. It will act as a Powerful Psychic connection between us & enable me to have a strong psychic, physical & spiritual tie to you forever.

But now my friend, it's time for you to make an important choice. If you want my Psychic Guidance... if you want my Friendship... and if you want me to be your Guardian Angel... you need to reach out to me now & ask for my help... once you do that I'll take you by the hand & lead you towards all of Life's Riches!

And once that happens, watch out! All you'll need to do is sit back & wait to receive the fantastic gifts that I believe could come into your life starting in the next 13 weeks!

But please hurry... I'm constantly receiving new celestial visions about the future... and I want to share them all with you as soon as possible... but I need your permission to help you! Please don't wait until later... or tomorrow... or next week. I want you to contact me now so I can begin to help give you a much better life right away!

I'm ready to help you navigate the next 13 fantastic weeks of your life... and guide you towards much greater WEALTH, LOVE and HAPPINESS!

*Your Psychic Friend For Life... Lee Moorhead*

P.S.... I'm also going to send you a very special 2nd FREE Gift that I believe has GREAT POWER! It also holds a lot of sentimental value for me. I don't want to tell you much more about it because I want it to be a surprise... but trust me, you're going to love it! Please see my enclosed note for more details!



Sent by: PSYCHIC LEE MOORHEAD

N.Y. OFFICE: 56 West 45th Street, Suite 1001 New York, NY 10036-4206

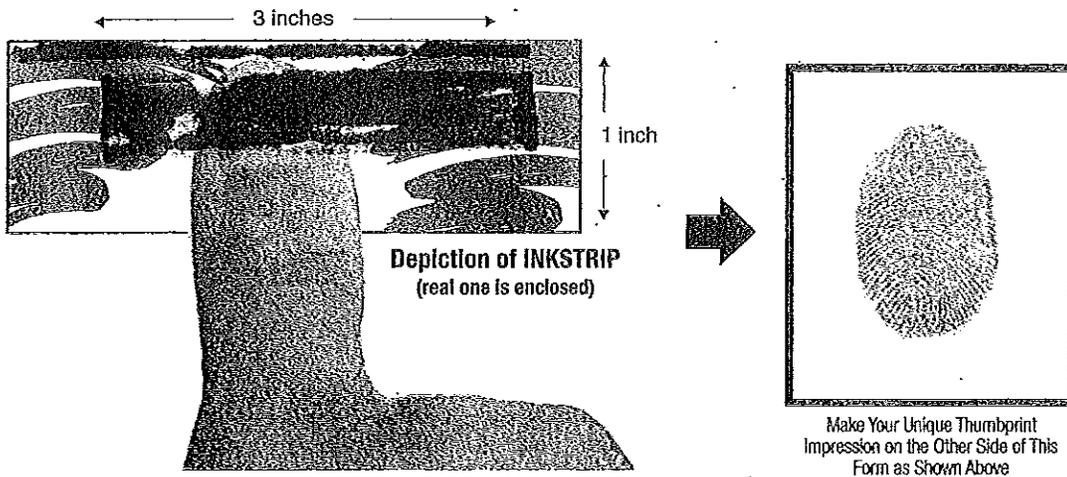
To My Dearest Ronald Duckworth, have you read the contents of this entire package? Did you open & read the sealed envelope containing your inkstrip? If so, then you know that today is the first step towards increased Wealth... Love... Happiness... and Good Health that could last a lifetime. Did you read your Three Personal Predictions? Do you understand that once you reach out for my Psychic Help I will automatically complete your 13 Week Psychic Prediction Report & send it to at 56 W 45th St Ste 1001 along with your two FREE Gifts? In that Psychic Report I'll share my visions of the future and how they affect every area of your life including Your Relationships with Your Family & Friends... Your Career Opportunities... Your Long Term Financial Security... Your Long Term Health... Which People in Your Life May Soon Betray You... Which People in Your Life May Soon Offer You Unexpected Generosity... The Possible Revelation of the Location of any Unclaimed Funds & Gifts that may currently be help for You... and much, much more! I'm declaring now that during the 13 weeks that begin on August 4, 2015 could be the most fantastic period of your life.

Please read the inkstrip instructions below and return this 13 Week Psychic Prediction Request to me immediately in the envelope I've enclosed for your convenience.

Sincerely... Lee Moorhead, Psychic & Mystic

## HERE ARE YOUR INKSTRIP INSTRUCTIONS

(Here is How To Make Your Thumb-Print Impression For Me)



### PERSONAL INSTRUCTIONS:

1. Find the **INKSTRIP** I have placed in the "Sealed Envelope." Peel apart the inkstrip by pulling back on the cellophane.
2. Press your thumb on the inkstrip as shown above left. Make sure to press hard enough so that your thumb has an adequate amount of ink on it.
3. Go to your **PROSPERITY AND LIFE-ACHIEVEMENT FORM** directly on the other side. In the boxed area along the right hand side, make your thumbprint impression. Make a clean impression by rotating your thumb from one side to the other while you are making the impression.
4. Complete your **PROSPERITY AND LIFE-ACHIEVEMENT FORM** by enclosing my professional services fee of only \$49.00. Make your check or money order payable to "Lee Moorhead" or for convenience, charge-it to your credit card (Visa, MasterCard or AMEX). There is No Risk!
5. Mail the completed Form in the reply envelope provided. (Remember that my guarantee is unconditional, ironclad and legally binding.) Should you desire a refund, for any reason within 90 days, I will honor your request without objection and reimburse you fully for \$49.00. No questions asked.

**IMPORTANT: THESE INSTRUCTIONS ARE NOT FOR PRYING EYES. THEY ARE BETWEEN ONLY LEE MOORHEAD AND LEE MOORHEAD-ASSOCIATE, RONALD DUCKWORTH! DO NOT DELAY.**

(Personal and Private)



# “Your Thumbprint Gives Me a Window Into Your Past, Present, and Future!”

*“There are 6.7 Billion People on the planet Earth, not one person shares a thumbprint with anyone else. Your thumbprint is totally unique to you... and that's what makes it such a powerful psychic tool!”*

*Lee Moorhead*

**EXTREMELY IMPORTANT REMINDER:** My friend, I can't stress enough how important it is that you include your thumbprint when you send me your Request for your 13 Week Psychic Prediction Report. Your thumbprint gives me the ability to use my psychic skills to look into your past, present, and future and see where you've come from & predict what lies ahead for you. **DO YOU have a multi-million dollar Lottery Win in your future? DOES SOMEONE have a serious crush on you? ARE YOU facing a serious health problem?** These are all things that your thumbprint could possibly help reveal to me. Please, I beg of you, send me your Psychic Report Request & your Thumbprint so I can start helping you as soon as I can...I'm looking forward to hearing from you!-- Lee Moorhead... Your Psychic Friend For Life



*"I pride myself on honesty,  
and for as long as I've lived, and  
since I was a child, my word has  
been my bond, and when I make  
a promise, I keep it!"*

*Lee Moorhead*

## Here is My Risk FREE 100% Money Back Guarantee

MY FRIEND... I'M ABOUT TO COMPLETE & SEND YOU YOUR 13 WEEK PSYCHIC PREDICTION REPORT. BUT BEFORE I DO, I'M GOING TO MAKE YOU THIS PROMISE THAT MAKES IT LITERALLY RISK FREE FOR YOU TO ASK FOR MY PSYCHIC HELP: **IF YOU ARE NOT COMPLETELY SATISFIED WHEN YOU RECEIVE YOUR 13 WEEK PSYCHIC PREDICTION REPORT, SIMPLY LET ME KNOW, AND I WILL SEND YOU A COMPLETE, 100% REFUND, NO QUESTIONS ASKED! THE REASON I'M ABLE TO MAKE THIS RISK FREE PROMISE IS BECAUSE I'M EXTREMELY CONFIDENT IN MY ABILITY TO GUIDE YOU TOWARDS THE WEALTH & PROSPERITY YOU DESERVE!**

By Order of Lee Moorhead,  
this envelope should arrive in your hands...

**SEALED SHUT!**

(DO NOT OPEN UNTIL YOU HAVE READ MY MAIN LETTER)

*Lee Moorhead*

Information inside this envelope pertains to powerful  
Mental Flashes

I have received regarding the transpiration of events which may  
soon ignite your life with unbelievable RICHES AND GRANDEUR!

Lee Moorhead

PROFESSIONAL PSYCHIC

①

(Typed at my desk): 2:16 am  
WITH URGENCY

To my Very Dear Friend...

You are holding a me-to-you Lee Moorhead Correspondence!

Below are my confidential Psychic Notes ---

It's very late at night, yet strong Psychic thoughts + Revelations are Bombarding my Mind! Please read my notes carefully... for I'm Seeing a very Interesting future in my mind's eye!

Based on these Psychic Revelations... I believe your future could be unbelievable + filled with Riches + Prosperity beyond YOUR WILDEST DREAMS!

IN CONFIDENCE AND PRIVACY:

I am wide awake. I cannot sleep. The clock now reads 2:16 am. Psychic thoughts are flooding through to me, and I'm desperately trying to "pull" everything together & write it down on this paper.

I'm filled with Psychic flashes of the future... For sure, I am going to need your Thumbprint Impression - to study, clarify, & confirm all of my revelations about the future... Yet I know, even now, that there's a solid & strong connection between you & I.

I feel waves and para-normal vibrations that I, Celebrity Psychic Lee Moorhead, have a unique way of picking up, and I cannot rule out any of several major, magnificent scenarios that may soon play-out in your favor... yours to command... yours to savor... concerning fantastic BREAKTHROUGHS in your very near future!

Please keep this note CONFIDENTIAL! My words are private to you & you alone! They divulge secrets that other people (who are close to you) don't want you to know! And let me give you a WARNING my dear friend... these people are not your friends... and they are far more envious, calculating, selfish, less keen on your success than you might imagine!

(over)

②

But SUCCESS and lots of it may soon enter your life... In fact, I suggest you forget about life as you may know it & start thinking about life as your "DESIRE" it. The Strong Psychic Feelings I'm receiving outline for me a SENSATIONAL picture of how your future may soon unfold... What you may achieve... and moreover, with my POWERFUL PSYCHIC GIFT working on your behalf, the total command of every one of your loftiest dreams & desires may soon be within your control as these next few weeks begin brilliantly... materializing right before your eyes.

Let me be very specific... here is what my Psychic Revelations are telling me...

REGARDING PROSPERITY FOR YOU: As this may be of most interest to you -- with respect to fortune, riches, material luxuries and affluence. You may experience a rapid positive flow in this area. I keep receiving penetrating clairvoyant images that continually suggest this to me that some kind of spontaneous windfall... an unexpected event... an inheritance perhaps... but definitely something BIG! Nothing you might have expected... nothing you might have anticipated. In other words... a total fantastic Powerful Surprise!

Your opportunities are boundless. And I believe my psychic guidance can help you grab copious riches again & again from situations most people have no inkling about. Or they let slip right under their nose. But this time, for YOU, it may be vastly, entirely different. Because I, Lee Moorhead, am going to share with you CRITICAL SECRETS which may enable you to virtually "draw" abundance towards you & into your life... without saying a word... without appearing to change anything about your life tactics or your ambitions whatsoever!

REGARDING YOUR SOCIAL & PROFESSIONAL LIFE: I'm getting Powerful Psychic Revelations that are dominating my consciousness HERE & NOW!! I could make several spectacular predictions regarding important (but unexpected) social & professional encounters that lie ahead for you... but I need your Thumbprint Impression so I can utilize my full powers of Psychic Insight... from your Thumbprint I'll be able to use touch stimulus to get a better look into your future!

You see I've developed ingenious Astro-Psychic techniques that seamlessly break down barriers when it comes to foreseeing your social & professional situations. These techniques put me in a position to help you get EXACTLY WHAT YOU WANT FROM OTHER PEOPLE! I'll share these secret methods with you so that you can exercise them yourself whenever you need to impress or win-out in personal exchange with others. These inside tactics are unstoppable and work as surely and effortlessly as flicking on a light switch!

REGARDING GETTING WHAT YOU WANT FROM OTHERS: Would you like to have your wishes obeyed when you speak? Without argument?

(over)

63

I am receiving definite, powerful Psychic Visions here, and my professional intuition leads me to believe you're a born leader, a person of eminent internal strength... courageous, gentle, compassionate, fair. Mentally I suspect you're tough, yet not aggressive, perhaps not assertive enough due to your willingness to go-along and avoid confrontation.

This is commendable! I believe I have this same quality, my dear friend. But a subtle, inconspicuous bit of maneuvering on my part (don't worry, you won't have to alter a thing) may pay big dividends for you. Imagine having people look up to you... follow your lead, place you on a pedestal... admire you as their mentor - even their idol. The good news is that ALL THIS & MORE MAY SOON BE LOCKED WITHIN YOUR CONTROL!

Do you want to possess the "power of suggestion" over others who may otherwise try to take advantage of you? Would you like those around you to answer your commands, instinctively, without rebuttal, debate or needless "attitude?" My plan is to instill this power in you in a way that lets you quietly dominate and manage your opponents without saying a word. (I do this all the time for myself, and I believe my strategies are virtually fail-proof!)

REGARDING INDEPENDENCE... FREEDOM... & A LIFESTYLE OF LIBERATION: Surely this is the ultimate dream of true "living," with you calling the shots on a daily basis. With you able to do what you want, when you want... vacations, travel taking time off, just being lazy and care-free. Answering only to yourself, and to your personal wants and whims.

My mind is rocking with deep snapshots of this lifestyle visually appearing to me again and again... circulating in my eyes... looming for YOU... infiltrating my perceptions and expressing a repeating, brilliant foreshadowing of a prospective gallant future with YOU center-stage in it. Basking in a privileged lifestyle of leisure, comfort, ultimate happiness, prosperity, fulfillment - spoiled with worldly pleasures and genuine luxuries!

I want to help bring this home for you, to make it a splendorous reality, turning your life into a perpetual carnival of consummate joy and contentment. Stable... Rewarding... Enriching... Lucrative... Powerful... Satisfying... inside and out. Completed in every possible way so that you can literally experience it all, embrace and relish it all... and of course, so that you can absolutely... HAVE IT ALL!

\*\*\*\*\*

Remember, as I must close this note, there is no "impossibilities!" There are no "maybes" or "cant's." I have proven relentlessly that the amazing powers of the deepest forms of Psychic Insight are truly LIMITLESS.

(over)

4

Please pull yourself, for a moment, dear friend, into a place where you WANT to be. A place you DESIRE to be. Where there is no cap on success or riches, or on fortune, comforts and possessions. And where there is no ceiling on worthy power and privilege, on admiration, respect, independence, freedom of achievement and reward.

Let me ask you: Do you think you are "average?" Do you think, in so many words, you are deserving of only crumbs and stale pieces of life?

You are NOT average, my very dear friend. You are not marginal or mediocre. Yet I would bet for many years you have heard this mentioned to you, you have been painted this way by others who are envious and manipulative, and so you have started to believe it and accept it.

Fortunately, I KNOW BETTER! And from the moment I first glimpsed into your life, I felt compelled - even duty-bound, to make an impact that may well result for you in a life of utter, indescribable accomplishment and success.

The means to do so is now in this package, in the INKSTRIP I have enclosed for you - so that you can make your Thumbprint and get it back to me for my deepest aptitude, sensory cognition and analysis.

Trust me my friend... my psychic powers are very real & God Given!

But I need you to contact me now if you want my psychic help. Please hurry, my very dear friend. But remember... Be calm & confident because this is an ABSOLUTELY RISK-FREE OFFER TO YOU!

Simply make your THUMBPRINT IMPRESSION and return it to me with your request for help RIGHT NOW! I'll do the rest!

I'll thread every conceivable breakthrough & empowerment over to you so that you may grab the fortune, riches, prosperity, success and personal affluences you have wanted and deserved for so long.

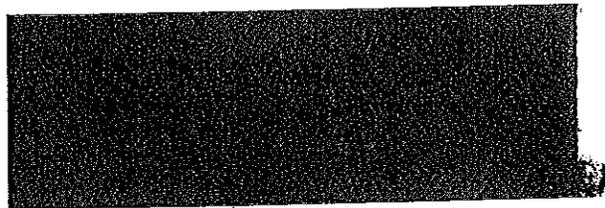
The waiting game is over.

I've worked hard for 47 years perfecting my Psychic Skills and now it's time for you to collect... don't hesitate... contact me right now so I can begin helping you as soon as possible!

Love... Lee Moorhead... Professional Psychic

P.S... Please keep this note confidential & don't show it to anyone. This is a message directly from me to you and is for your eyes only. Please trust no one but me on this... I want to see you have not a great life... but a fantastic life! I'm your friend and your happiness is my only concern!

Lee



**[an inkstrip for the thumbprint]**

Personal And Confidential

*From Psychic Lee Moorhead*

56 West 45th Street, Suite 1001  
New York, NY 10036-4206

( I have One Last Thing to Tell You )

I've decided to give you a

## **FREE SURPRISE GIFT!**

This Gift is **Powerful and Valuable** and holds **Powerful Mystic Qualities...**  
but for my own private reasons...I wish to keep this **FREE BONUS**  
a secret until you receive it!

Dear Friend,

I'm going to give you a 2nd **FREE Gift**, but unlike your **FREE Wealth Vision Report**, I'm going to keep the details of this **Powerful & Valuable FREE Gift** a secret until you receive it!

It's a replica of a special gift I was given as a child...and it's something I hold very dear & close to my heart even today.

In time, I think you'll come to think of it as a treasure & will find yourself turning to it when you need strength!

I'm going to send you this Gift absolutely **FREE OF CHARGE** as a way of showing my appreciation of our friendship, and as a reminder to you that my spirit will always be by your side.

You and I are about to embark on a fantastic **Psychic Journey** together. A journey during which I'll guide you towards the decisions that can  
(please turn)

(continued from other side)

lead you towards Much Greater Prosperity...True Love...Genuine Affection...Better Health...a Longer Life...Inner Peace...and Overall Happiness.

I know your life hasn't been easy...and I know you've been betrayed by people close to you. And that's why I know how important it is to earn your trust.

On this journey, I'll prove to you that I'm worthy of being your Personal Psychic Guide for life! And that I'm the right person to lead you towards all of life's rich rewards.

I need for you to trust me so that I'll have your full confidence as I lead you towards financial security & rising wealth.

The 2nd FREE Gift I'm going to send you is a sincere gesture of my gratitude for putting your trust in me. And it's a gift that is very, very personal to me.

I take your trust in me very seriously & consider it my responsibility to make sure you get as much out of my Personal Psychic Guidance as possible.

Your happiness is my only concern right now. **ARE YOU READY TO RECEIVE MY HELP & THIS 2nd FREE MYSTERY GIFT?** If so, complete the request for your 13 Week Personal Prediction Report, and return it today along with the thumb print from your right hand.

I've never been more excited about helping someone before as I am about helping you. I'm counting on your fast reply & ask that you please don't hesitate or procrastinate.

Sincerely...Lee Moorhead, Psychic

**SEAL TIGHTLY BEFORE MAILING!**

# Lee Moorhead – Celebrity Psychic

Sent directly from:



PLACE  
STAMP  
HERE

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

MATRE1

## “I Will Act On This Very Quickly!!”

SECURITY ENVELOPE - PLEASE RETURN AT ONCE TO:

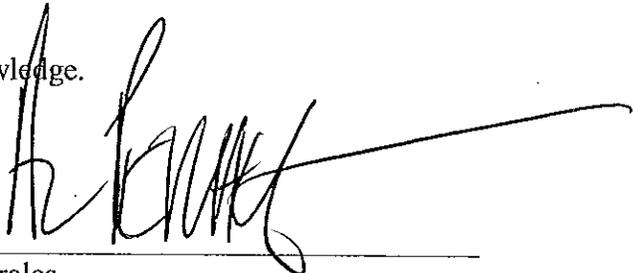
Psychic Lee Moorhead  
56 W. 45th Street  
Suite 1001  
New York, NY 10036-4216



**AFFIDAVIT OF AL PERALES**

I, Al Perales, being duly sworn on oath, state as follows:

1. I am an Investigator in the Consumer Protection Division of the Iowa Attorney General's Office, a position I have held since November 2006.
2. In the above capacity, I have been assigned to handle complaints and inquiries relating to various consumer frauds that impact older Iowans, and have received contacts from Iowa residents that included copies of mailings from Lee Moorhead and expressions of concern about their impact on older Iowans.
3. I have reviewed the Petition in this matter, and can attest to the accuracy of the factual allegations regarding the mailings in question, the investigative subpoena and responses, the identity of the Defendants; and the impact on Iowans, especially older Iowans; and to the allegations contained in the certification in support of immediate injunctive relief.
4. The above is true to the best of my knowledge.

  
\_\_\_\_\_  
Al Perales

Signed and sworn to before the undersigned Notary Public for the State of Iowa by Al Perales on the 14<sup>th</sup> day of September, 2015.

  
\_\_\_\_\_  
Notary Public, State of Iowa

