

DeMarche
ASSOCIATES, INC.

Robert F. Marchesi
Chairman

August 20, 2009

Mr. Harland C. Stonecipher
PRE-PAID LEGAL SERVICES INC
One Pre-Paid Way
Ada, OK 74820

Dear Mr. Stonecipher,

I am happy to inform you that **PRE-PAID LEGAL SERVICES INC** has been recognized as one of the **100 Best** companies in the United States by DeMarche Associates, Inc., one of the leading investment research firms in the nation.

Based on our research and analysis of each company's fundamentals, these 100 organizations are recognized as the **Best Companies** – categorized by industry – for achieving superior performance within the top 3 percent of all major U.S. corporations. Our metrics recognize the key drivers of stock price. Our "Best 100", as a portfolio, typically outperform the overall stock market. This status also recognizes the highly successful management of growth and risk factors to attain consistency in fundamental shareholder value. More information is available on our Web site, **www.demarche.com**.

Some past winners have elected to announce their award on their Web site and link to a complete list of winners on DeMarche's Web site. This letter will serve as permission to do so if you like. A DeMarche logo is also available upon request.

Again, we congratulate you on being one of the **100 Best** companies in the United States. We are sending notification to relevant publications in your area in the next week. If you have any questions, or would like the complete list of this year's winners, visit us online at **www.demarche.com** or contact me at (913) 384-4994.

Regards,

