

February 17, 2009

ShoeMoney Media Group, Inc.  
Troy F. Meyerson, Registered Agent  
500 Energy Plaza  
409 South 17<sup>th</sup> Street  
Omaha, NE 68012-2663

ShoeMoney Media Group, Inc.  
Jeremy Schoemaker, Pres.  
6235 Black Forest Drive  
Lincoln, NE 68516

*Re: Disa Johnson*

Mr. Schoemaker, I represent SearchReturn, Inc. and its president, Disa (formerly Detlev) Johnson. Your Feb. 13 blog posting, "Playboy Mansion Ticket Giveaways, SEO's Getting Sex Change Operations and More – ShoeMoney Show," contains some false information and speculation, none of which is a big deal from a legal standpoint. Unfortunately, your posting also contains two copyrighted photographs of my client that you have no permission to use; from a legal standpoint that is a big deal.

The photographs are of Detlev and Disa. On behalf of Ms. Johnson, I must demand that you immediately remove the two photographs from your web site, and refrain from any further use of that photo. Since this demand is about as simple as it gets, I expect your compliance sometime before midnight tonight.

Regarding the rest of the posting, my client is happy to have the publicity, but it would be nice if you would make an effort to post accurate information. This is not a legal issue, but nonetheless here are some of the inaccuracies: The correct spelling of Heather's name is Heather Lloyd Martin. She is not Disa's ex-wife. If you'd like to know more accurate details so as to correct the hilarious misconceptions of some of the folks who posted comments, I suggest you contact Disa directly: [disa@searchreturn.com](mailto:disa@searchreturn.com). She may be willing to supply some photos to replace the two that you've used without permission.

Kind regards,  
PETERSON, ELLIS, FERGUS & MACDOWELL LLP



Robert L. Ellis