



Rick Ross Consultant, Lecturer and Cult Intervention Specialist

P.O. Box 32906, Phoenix, AZ 85064-2906

February 8, 1999

Art Schrieber, General Counsel
Landmark Education
353 Sacramento Street, Suite 200
San Francisco, CA 94111

Dear Mr. Schrieber:

I am in receipt of your letter dated February 3, 1999.

Balance

Within your letter you advise in your opinion "the information [at my Web site regarding Landmark Education, Est and the Fourm] is clearly biased, unbalanced and does not reflect the accurate facts". You have enclosed information for "inclusion" at my site "to provide an accurate and balanced presentation".

However, in one document recently posted at my Landmark Education subsection titled "A Quick Fix?"--the author writes, "I sometimes recommend the course to people who are struggling with direction in their lives". Also--recently posted is the article titled "Landmark Education Corp. Sues Elle Magazine for Libel". This article is now also linked to the piece posted from Elle Magazine titled "Do you believe in Miracles?" And I intend on posting the results of that litigation. Also currently posted in the subsection "The Forum" is the article "Forum grads say seminars helped them", which has positive comments.

You claim that I "fail to direct the readers to Landmark Education's Web site at www.Landmark-Education.com. However, there is a prominently displayed link to that site posted in bold blue at the top of the subsection page (see <http://www.rickross.com/groups/landmark.html>) linked directly to Landmark Education's Web site. This has been posted for some time--it seems from that subsection's inception.

Additional links to Landmark Education's Web site could be posted at both my subsections "The Forum" and "Est". But you have advised that "Landmark Education is not Est and The Landmark Forum is not the Est Training". However, you have admitted that there is a "close identification of Mr. Erhard with Landmark Education's programs in the public's mind" and that "Mr. Erhard created part of the technology that is utilized in programs delivered by Landmark Education".

Frankly, it seems to me that this is currently being handled rather judiciously within my Web site. That is--there are specific and separate subsections for Landmark Education, The Forum (not "Landmark Forum") and Est. And I have linked only the Landmark Education subsection to the Landmark Education Web site to avoid any confusion. But if you feel additional links to Landmark Education's Web site should be provided at both The Forum and Est subsections--I will do so.

Lawsuits and Retractions

You have advised that within my subsection regarding The Forum an article posted there about a lawsuit in Virginia is misleading. Specifically, that the "jury determined that The Forum was not the cause of the woman's mental difficulty". Please provide me with either a certified copy of the court record and/or a photocopy of a published newspaper article substantiating this. I will then post it as both a postscript to that article and as a document within that subsection. It will also be linked to that article.

If any other previously published articles, court documents or reports posted in the subsections Landmark Education, The Forum or Est has subsequent published retractions and/or court decisions regarding their

validity I will post such documents. Please forward copies of the court's recorded decision and/or photocopies of the published retractions and they will be posted and linked to those articles/documents.

"Landmark...not a cult"

You elaborate at some length that "Landmark Education and The Landmark Forum are not a cult". However, I have not said this and/or made such a statement at my Web site. If you will look at the advisory which describes the site it clearly states that my Web site "was created to offer the public a resource of information concerning controversial and/or potentially unsafe groups--as well as some groups that have been called 'cults'". This is currently posted at every site section, subsection and listing. Additionally, it has been posted through a "Disclaimer" button located at the bottom of every document on the Web site.

There are many groups and organizations currently listed and/or included through subsections within my site that are not "cults", but are "controversial". There are also other groups/organizations that are regarded cautiously as "potentially unsafe". Certainly, you would admit that Landmark Education is "controversial"--based upon the many media reports recorded about the organization. Also, based upon claims made about the organization by some former participants Landmark Education can be perceived as "potentially unsafe". The recent claim made by Tracy Neff of Dallas, Texas against Landmark Education and David Brill (now settled) regarding her personal injury--might cause some people to feel that Landmark Education is "potentially unsafe".

Summing Up

- I am under no obligation to post articles or documents at my Web site based upon your instructions. Obviously, you do not post articles critical of Landmark Education or offer links to your critics on the Internet. I would not presume to make such demands of you regarding your Web site. I already have some information posted that allows readers to see Landmark Education's position. Moreover, your Web site is linked prominently from mine and contains positive information--including some of the material you mention in your letter.
- I have offered to link the subsections titled "The Forum" and "Est" to the Landmark Education Web site, which is the appropriate place for you to have articles, reports and other information you wish to see on the Internet posted. Your Web site is only a point and click away from any visitor currently viewing the Landmark Education subsection within my Web site.
- I have offered to post published retractions and libel/defamation suits decided in your favor, wherever applicable--regarding any material posted on my Web site.
- I have not labeled Landmark Education a "cult".

This should suffice in response to your letter. I look forward to receiving any documentation regarding the Virginia lawsuit, published retractions and libel judgements concerning material posted on my Web site.

I reserve the right to freely express my opinions concerning any "conversations regarding Landmark Education" in response to people who contact me. I will continue to base my opinions upon factual information as always when responding to questions about Landmark Education or any other group/organization.

Sincerely,

A handwritten signature in black ink, appearing to be 'R. K. ...', written over a horizontal line.