

State Attorneys General

**A Communication from the Chief Legal Officers
of the Following States and Territories:**

Florida * Kentucky * Maine

September 4, 2013

Kitson
Attn: Christopher Lee
115 S. Robertson Blvd.
Los Angeles, CA 90048
pr@shopkitson.com

Dear Mr. Lee,

On behalf of the undersigned Attorneys General, we request that Kitson, Inc. immediately cease sales of your sport jersey style tee shirts with prescription drug brand names in place of athlete names.

Prescription drug abuse and diversion is a national health crisis. As Attorneys General, we have witnessed first-hand the devastation wrought by this epidemic on individuals and communities. Your tee shirts do not "open the door to a dialogue," as the designer claims, and donating some or all of the profits to a non-profit does not make this bad idea better. Indeed, that your company selected three drugs for the jersey names—"Xanax," Vicodin" and Adderall"—that are among the most abused prescription drugs, along with the marketing tagline "Pop one on and you'll feel better," demonstrates not an interest in educating the public about the dangers of prescription drug abuse but rather a most cynical effort to profit on the backs of the thousands of lives lost to this epidemic.

The only dialogue needed at this point is how all responsible segments of society can better educate the public about the dangers of abusing powerful prescription drugs, one of the most serious and deadly health and law enforcement problems in our country. Prescription drug abuse is not fun or humorous. We urge you to pull these shirts from your shelves.

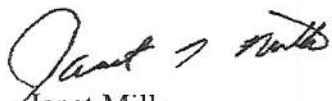
Very respectfully yours,



Pamela Jo Bondi
Florida Attorney General



Jack Conway
Kentucky Attorney General



Janet Mills
Maine Attorney General