

Legend Suzuki  
6801 Kansas Avenue  
Kansas City, KS 66101  
Contact: Chad Franklin  
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For Immediate Release

ADVERTISING CAMPAIGN TERMINATED

Kansas City, KS (April 29, 2008) - - On Thursday, April 24, 2008, Legend Suzuki, formerly known as Chad Franklin Suzuki, terminated its local advertising campaign noted for below market rate monthly car payments with offers of free gas, with approved credit and other terms and conditions.

"On Thursday last week, I learned that another Suzuki dealer from out of state, who employed a similar advertising agency and advertising campaign, had come under scrutiny from law enforcement because of the campaign, and on the same day, we directed that our ads be taken down," said Chad Franklin, dealer principal. "We took this action after receiving a subpoena from the Office of the Kansas Attorney General who raised questions about the campaign, and upon receipt of comments from some customers." Franklin said.

"We are cooperating with Attorney General to the fullest extent required by law." Franklin said.

"We have received media inquiries regarding the details of customer transactions. We cannot discuss the specific details of any particular consumer's transaction as certain privacy laws preclude us from doing so," said Franklin.

"Over time, it was clear that the campaign was raising more questions than it was worth," said Franklin.

Customers who have questions regarding their vehicle purchase are welcome to contact dealership representatives at 913-287-6900.

Chad Franklin Suzuki was founded in January 2007 and does business at 6801 State Avenue, Kansas City, KS, where it employs 21 people.

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