



Paul C. Kruger  
132 Park Ave. (*mailing address only*)  
Interlachen FL 32148

386-202-4510 Palatka  
305-252-5023 Miami  
786-206-0976 Fax

9-5 EST Tuesday - Friday

11/16/07

**Volusia Penny Saver Inc.**

Robert Truilo  
901 6 th St  
Daytona Beach FL, 32117

Mr. Truilo,

This letter is in reference to censorship at Putnam Penny Saver who refused my business ad without a reason.

While I realize there is no legal issue, you have a right to refuse to print what ever you wish, this smacks of censorship that lessens the value of your publication. Your readers expect to find options when shopping in your paper. By refusing certain companies ads, you are limiting your readers available options when they are seeking services or products from a local business. This is a disservice to the community you serve and to your readers.

I am a web developer and have been in business since 1995. I do not do adult sites and there is no adult content in my ad, which is attached for your reference. I don't compete with you since I don't have any print publications. Since no reason was given I can only assume you are not open to new business in the area, or perhaps are protecting the "territory" of a friend who is a web developer.

I had initially placed a link directly to the PennySavers site on my site to encourage people to contact your publication to place print ads in this area. It has been replaced with a link to: [www.gopalatka.com/censors](http://www.gopalatka.com/censors)

As a person who is handicapped by arthritis, limiting my ability to walk door to door to look for business, I was counting on advertising to obtain leads and sell services.

I find an oxymoron in the signature line of the Putnam Pennysavers email which includes the line "Pennysaver/Welcome Magazine". Apparanly this "welcome" does not apply to new business advertisers.

I am dissapointed by the unwelcome attitude by your staff and beginning to wonder if I really chose the right part of the state to retire to with my small business.

I have directed your people here to cancel the classified ad I placed last week and refund my money. If want my business you want all of my business or you shall have none of it. I am watching my credit card's account online for the credit since no one at the Pennysave email is responding.

If you wish me to publish a rebuttal on line I will post it along with the page referenced above.

Respectfully,

Paul Kruger