

NOW IS THE TIME AT PRE-PAID LEGAL SERVICES, INC.!!!

MARCH 18, 2009

THE ENTREPRENEURIAL DREAM IS ALIVE AND WELL AT PPL

Pre-Paid Legal Associates, welcome to Oklahoma, and welcome to the Pre-Paid Legal 2009 International Convention! Open just about any newspaper, or watch any newscast on TV, and you'll continue to hear about companies downsizing, going out of business, or needing "bail out" help. Not at Pre-Paid Legal. There has never been a better time to be a part of this revolutionary and unique company!

YOUR COMPANY IS FINANCIALLY VERY STRONG!! PRE-PAID LEGAL SERVICES, INC. IS HISTORY IN THE MAKING

Your company is in a great position for growth and is standing on the edge of what we believe to be one of the best opportunities for growth we have EVER seen. The time to take action is NOW. If you wait, you **will** be left behind.

Consider the following:

Production up 9% over the same week of 2008.

Recruiting up 67% over same week of 2008.

15 new ring earners since our last event (Las Vegas, September 2008).

This week we will recognize one or more PPL Associates at **every ring level** (HISTORY!)

126 new Directors in the month of February 2009. Each earning a \$500.00 expansion bonus,

We are **Giving away two BRAND NEW Ford Mustangs** this week!

\$1.2 Billion paid to PPL Associates in commissions from 1999 to 2008.

Since April of 1999, we have re-invested **\$420 Million** in buying back stock and reduced our shares outstanding by more than half; from 22 million to less than 11 million - **WE BELIEVE IN THIS COMPANY AND ITS FUTURE!**

Per Membership **commission increased 62%** over a 10 year time frame - \$141 to \$229!

We have **more than 100 Millionaire Club members**, with the most recent addition to the list occurring just this week!

63 NEW Executive Directors for the month of February 2009 only.

In 2008, we **paid more than \$150 Million** for member benefits.

Never before in our history have we had so many associates (**currently in excess of 10,000 Associates**) earning out their debit balances...they are receiving **renewals - and will continue to receive them as long as the membership stays on the books!**

We have not laid off any employees and **have no plans to do so.**

We have an **Advisory Council** consisting of three former Attorneys General and a distinguished lawyer with an impeccable reputation.

The legal service plans concept was endorsed by the **National Association of Attorneys General (NAAG)** this year!

Pre-Paid Legal Corporate Headquarters resides in a **\$35 million state-of-the-art facility.**

73% of memberships are stand alone...members who do not also market the product.

\$383,000 paid in Expansion Bonuses in February 2009

35 Associates increased their Executive Director level **during the month of February 2009.**

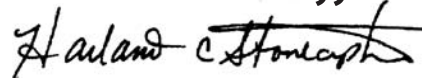
Your Company has consistently generated positive cash flow over the last ten years. We have used this excess cash flow to buy back our stock. We do this because **we believe in YOUR company.**

We reap NO profits from Associate Services...**we're in the business of selling memberships!**

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There has never been a greater need for our product; which means there has never been a greater opportunity! I've always said that Pre-Paid Legal is an idea whose time has come...NOW more than ever that's true because our product provides a NOW Benefit people can use immediately. And our opportunity is a NOW Opportunity that pays commissions immediately so that it's possible to become an associate on Monday and receive a commission check the same week. Talk about an idea whose time has come!

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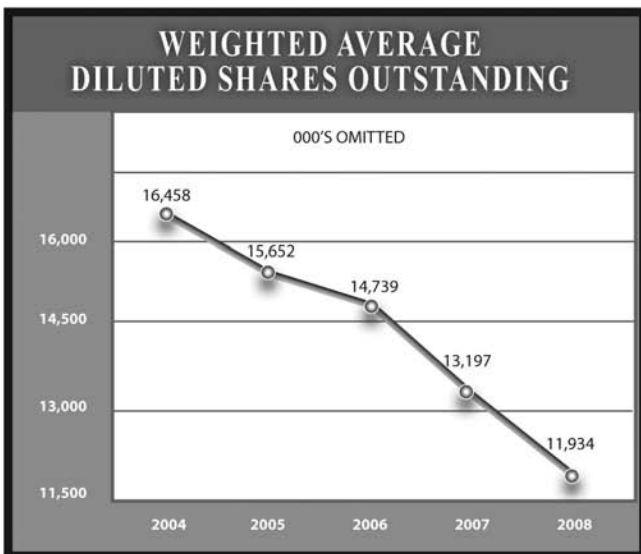
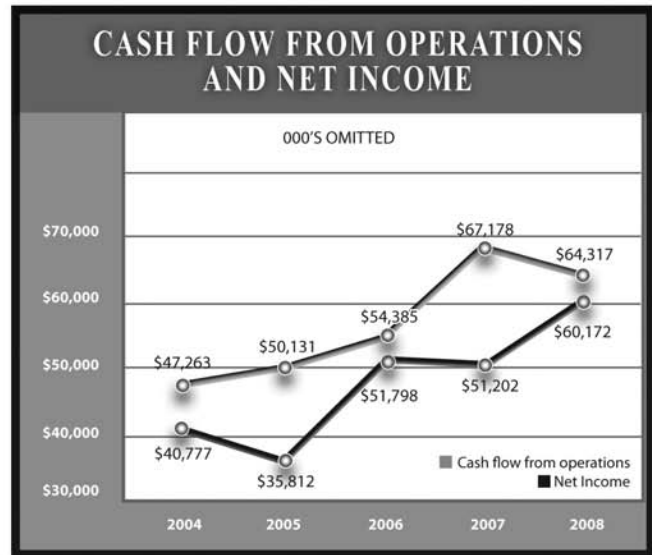
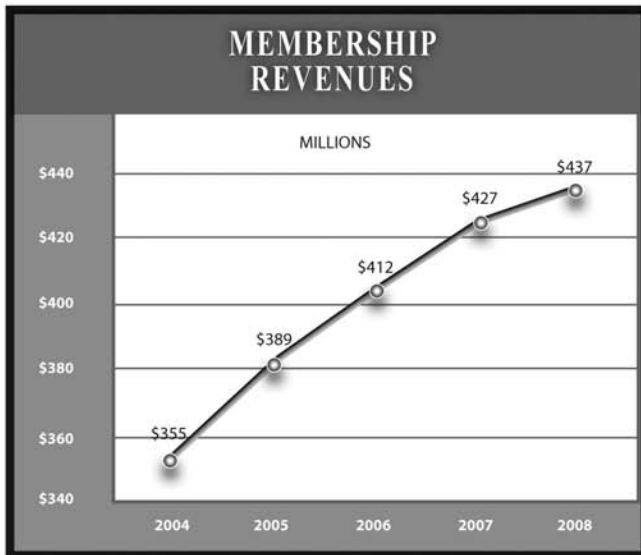


Harland C. Stonecipher
Founder, Chairman and CEO

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Membership Revenues:

We have grown our membership revenues for 16 consecutive years. During 2008 membership fees increased 2%.

Weighted Average Diluted Shares Outstanding:

Our free cash flow continues to be utilized to reduce the number of shares outstanding. Due to the share repurchase program which began in April of 1999, the number of shares outstanding has been reduced by 52% to 11.4 million as of December 31, 2008.

Cash Flow From Operations And Net Income:

Our business model allows for growth of top-line membership fees while generating significant cash flow. As shown in the accompanying chart, cash flow from operations has grown significantly since year 2004. Cash flow has been in excess of our reported net income consistently over the last ten years which highlights the quality of our reported earnings.

Diluted Earnings Per Share:

The growth in diluted earnings per share over the past five years was achieved by increasing our net income and reducing the number of shares outstanding through our share repurchase program that began ten years ago.