

2008 Press Release Binder

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Attorney General Jon Bruning

NEWS RELEASE

FOR IMMEDIATE RELEASE
Oct. 30, 2008, 5:00 p.m.

Contact: Leah Bucco-White
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Lincoln Man Arrested on Suspicion of Online Child Enticement

(Lincoln, Neb.) Khaleel A. Al-Saadi, 41, of Lincoln was arrested on suspicion of violating Nebraska's online child enticement law.

A joint effort by the Attorney General's Office, the Lincoln Police Department and the Lancaster County Attorney's Office led to the arrest.

Al-Saadi contacted an Attorney General's Office investigator posing as an underage girl on an instant messaging Internet site. He identified himself as a 31-year-old male living in Lincoln. Al-Saadi engaged in sexually-explicit conversations with the investigator, sent pornographic photos and later set up a time and location to meet and have a sexual encounter.

"Like many Internet predators, this man targeted a person he thought was an underage girl to sexually exploit her," said Bruning. "We appreciate the help of the Lincoln Police Department's Technical Investigations Unit and plan on working with the Lancaster County Attorney's Office to prosecute Al-Saadi. We'll continue to work together to catch as many of these perverts as we can and keep them off the Internet."

Lincoln police arrested Al-Saadi at the Belmont Shopping Center in north Lincoln this afternoon. Investigator Ed Sexton from the Attorney General's Office assisted with the arrest. Al-Saadi is being held in the Lancaster County Jail. Bond will be set at his first court appearance which is tomorrow at 2 p.m. in Lancaster County Court.

###



THE HUMANE SOCIETY
OF THE UNITED STATES

FOR IMMEDIATE RELEASE

Nebraska Dogfighting Reward Program Announced

Nebraska Attorney General and Animal Welfare Groups Announce Fighting Reward Program

(Oct. 30, 2008) — Nebraska Attorney General Jon Bruning, The Humane Society of the United States, Capital Humane Society and Nebraska Humane Society have teamed up to combat dogfighting in Nebraska. At a press conference held today, they announced that The Humane Society of the United States is offering up to \$5,000 for information leading to the arrest and conviction of any person involved in illegal animal fighting.

“Dogfighting is a horribly cruel blood sport that affects not only the dogs involved, but the communities in which it takes place,” said Howard Goldman, Central States regional director for The Humane Society of the United States.

Dogfighting is a felony crime in Nebraska, punishable by up to five years of imprisonment and/or a maximum \$10,000 fine.

“Dogfighting tortures and kills animals. It’s unacceptable and it’s against the law,” Bruning said. “My office is pleased to partner with the Humane Society of the United States and the Capital and Nebraska Humane Societies to raise awareness and reporting of this vicious and inhumane activity.”

Also participating in this press conference were: Robert Downey, executive director for the Capital Humane Society, Mark Langan, vice president of field operations for the Nebraska Humane Society, and Bruce Dart, health director for the Lincoln-Lancaster County Health Department.

Animal fighting “contests” are abhorrent spectacles in which animals are pitted in bloody duels — often to the death — for human entertainment. These cruel and illicit encounters are spawning grounds for other criminal activities, including drugs and violence, dragging down entire communities. Credible studies and law enforcement experts agree that people who engage in this kind of violence against animals are likely to exert violence against people.

This reward program has been made possible thanks to a grant by the Holland M. Ware Charitable Foundation.

-more-

Animal Fighting Reporting and Reward Program Instructions:

- If you have information about illegal animal fighting call your local law enforcement, your local humane society or animal control agency.
Lincoln Animal Control – 441-7900
Capital Humane Society – 441-4488
Lancaster County Sheriff's Office– 441-6500
Omaha and Sarpy County – 444-7800 Ext. 1
- If you wish to remain anonymous, let the agent whom you give your tip to know that you do not want your identity released to the public, but are interested in The HSUS' reward. Make sure to note the officer's name.
- If the suspected animal fighter is convicted, ask the law enforcement agency involved in the case to write a letter to The HSUS.
- The letter should state that your tip helped lead to the arrest and prosecution of the convicted animal fighter and should be mailed or faxed to:
Animal Fighting Reward Program
C/O Ann Chynoweth
The Humane Society of the United States
2100 L St. NW
Washington, DC 20037
FAX: 301-721-6414

For more information about The HSUS' animal fighting reward program, call **301-258-1459 (English)** or **301-258-1420 (Español)**.

Broadcast-quality footage and high-resolution animal fighting images are available at video.hsus.org.

-30-

Media Contacts:

The HSUS: Nadya Vera, 301-258-3126, nvera@humanesociety.org

AG Bruning's office: Leah Bucco-White, 402-471-2067, leah.bucco-white@nebraska.gov

The Humane Society of the United States is the nation's largest animal protection organization — backed by 10.5 million Americans, or one of every 30. For more than a half-century, The HSUS has been fighting for the protection of all animals through advocacy, education, and hands-on programs. Celebrating animals and confronting cruelty — On the web at humanesociety.org.



Attorney General Jon Bruning

NEWS RELEASE

FOR IMMEDIATE RELEASE
October 29, 2008, 2:15 p.m.

Contact: Leah Bucco-White
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Bruning Urges Families to Plan Trick-or-Treat Routes to Avoid Homes of Sexual Predators

Note: A sound bite on this topic is available at: <http://www.ago.ne.gov>

(Lincoln, Neb.) Attorney General Jon Bruning today urged parents to plan safe trick-or-treat routes for their children this Halloween by going online to learn if sex predators are living in their neighborhoods.

With 2,850 sex offenders lurking in Nebraska's backyard, it's important to know your neighbors. Go to the state's Sex Offender Registry Web site at <http://www.nsp.state.ne.us/sor/> to see if convicted sex offenders are in your area. The Nebraska State Patrol updates the site daily and searching by zip code is easy.

"When it comes to our children, we can never be too careful," said Bruning. "Talk with your kids, plan a safe travel route and go trick-or-treating with them. And, be sure to inspect their candy when you get home. Taking these steps will help make sure your family has a safe and happy Halloween."

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Attorney General Jon Bruning

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
Oct. 28, 2008, 1:45 p.m.

Contact: Leah Bucco-White
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*****MEDIA ADVISORY*****

Attorney General Bruning Will Speak at the Watchful Eye Foundation's Ribbon-Cutting Ceremony Wednesday, Oct. 29 at 2:00 p.m.

WHAT: A ribbon cutting for the Watchful Eye Foundation's new location and a surprise unveiling of a hand-painted mural by Morningside College Art students.

WHEN: Wednesday, Oct. 29 at 2:00 p.m.

WHERE: 1027 W. 21st St.
South Sioux City

WHO: Attorney General Bruning will be a guest speaker at the event.

###



Oct. 27, 2008

“Halloween Safety – Plan Trick-or-Treat Routes to Avoid Homes of Sexual Predators”

By Nebraska Attorney General Jon Bruning

On Halloween night, our ghosts and goblins will take to the streets on a quest for candy. But with 2,850 registered sex offenders lurking in Nebraska’s backyard, it’s hard for parents not to be a little apprehensive. To ensure your child’s safety, I urge you to plan safe trick-or-treat routes for your children by going online and learning if sex predators are living in your community.

It’s important to know your neighbors. Go to the state’s Sex Offender Registry Web site at <http://www.nsp.state.ne.us/sor/> to see if convicted sex offenders are in your area. The Nebraska State Patrol updates the site nightly and searching by zip code is easy.

When it comes to our children, we can never be too careful. So talk with your kids, plan a safe travel route and go trick-or-treating with them. And, be sure to inspect their candy when you get home. Taking these steps will help make sure your family has a safe and happy Halloween.



Attorney General Jon Bruning

NEWS RELEASE

FOR IMMEDIATE RELEASE
Oct. 23, 2008, 11:45 a.m.

Contact: Leah Bucco-White
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Attorney General Bruning Announces \$60 Million Settlement with Pfizer

Note: A sound bite on this topic is available at: <http://www.ago.ne.gov>

(Lincoln, Neb.) Attorney General Jon Bruning today announced that Nebraska will receive \$664,552 as part of a settlement totaling \$60 million with Pfizer Inc. The settlement resolves a five-year investigation by 33 states concerning the company's promotion of the drugs Celebrex and Bextra.

The states allege that despite the fact that significant safety concerns led the Food and Drug Administration (FDA) to reject a request to market high dose Bextra for acute and surgical pain, Pfizer conducted an "off-label" promotional campaign for the drug.

"Knowing people's health and safety are at stake, drug companies should not promote their products for uses rejected by the FDA," said Bruning. "This agreement will help protect consumers and hold drug companies accountable."

The settlement prevents Pfizer from:

- Deceptively using scientific data when marketing to doctors.
- Distributing samples with the intent to encourage off-label prescribing.
- Distributing off-label studies and articles in a promotional manner.
- Providing incentives to sales staff to increase off-label prescribing.
- Using patient testimonials to misrepresent a drug's efficacy.

The settlement also requires Pfizer to submit all television advertisements to the FDA for approval.

A multistate investigation was launched in 2003 to determine whether Pfizer and drug company Pharmacia misrepresented that their drug Celebrex was safer and more effective than traditional non-steroidal anti-inflammatory drugs (NSAIDs) like Ibuprofen (Advil®) and naproxen (Aleve®). Concerns were also raised regarding Pfizer's drug Bextra. The investigation showed that Pfizer engaged in an aggressive, deceptive and unlawful campaign to promote Bextra "off label" for uses that had been rejected by the FDA. "Off-label" uses aren't approved by the FDA, and law prohibits drug manufacturers from marketing products for off-label uses.

Cheap, generically available NSAIDs have been used for many years to treat pain and inflammation. NSAIDs can cause serious gastro intestinal (GI) side effects. Celebrex, Vioxx and Bextra were designed to reduce pain and inflammation without the GI side effects. The more expensive drugs haven't been shown to be more effective in relieving pain than traditional NSAIDs, and neither Celebrex nor Bextra were ever proven to significantly reduce serious GI side effects. Plus, there are significant concerns that all three drugs increase the risk of heart attacks and strokes. Bextra also carries a risk of a serious and sometimes fatal skin condition. Bextra and Vioxx were pulled from the market due to safety concerns in 2004. The FDA required a safety warning for Celebrex.



Attorney General Jon Bruning

NEWS RELEASE

FOR IMMEDIATE RELEASE
Oct. 22, 2008, 2:00 p.m.

Contact: Leah Bucco-White
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Attorney General Bruning Hosts Internet Safety Conference in Scottsbluff

Note: A sound bite on this topic will be available shortly at: <http://www.ago.ne.gov>

(Lincoln, Neb.) Attorney General Jon Bruning today said statewide education is critical in the fight against online predators at WEBSAFE, an Internet safety conference in Scottsbluff hosted by the Nebraska Department of Justice and the Nebraska State Patrol.

“Sexual predators are on the Internet right now targeting kids,” said Bruning. “Arming law enforcement with the latest tools to find and prosecute predators is critical in our fight to protect Nebraska’s children.”

Colonel Bryan Tuma, Superintendent of the Nebraska State Patrol said, “The Nebraska State Patrol is actively engaged in efforts to put Internet predators behind bars. Cooperative efforts with our federal, state and local partners both law enforcement and judicial, are vital as we work to stop those who use the Internet to harm our children.”

WEBSAFE is meant to improve the response to Internet crimes in Nebraska. It’s paid for by settlement funds from a 2005 agreement between the State of Nebraska and Yahoo! after an investigation by the Attorney General’s Office. The settlement shutdown 70,000 user-created chat rooms, many had names suggesting sexual contact between children and adults.

Law enforcement officers, county attorneys and probation officials attended WEBSAFE. Presenters included representatives from the Nebraska State Patrol, the Attorney General’s office, the U.S. Attorney’s Office and the Lancaster County Attorney’s Office.

Today’s conference in Scottsbluff was the first of five that will be held across the state over the next several months.

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Attorney General Jon Bruning

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
Oct. 21, 2008, 11:15 a.m.

Contact: Leah Bucco-White
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*****MEDIA ADVISORY*****

Attorney General Bruning Will Hold Media Availability Before Internet Safety Conference in Scottsbluff Wed., Oct. 22 at 8:30 a.m. MDT

WHAT: Media availability

WHEN: Wed., Oct. 22 at 8:30 a.m. MDT

WHERE: The Hampton Inn and Suites
301 W. Highway 26
Scottsbluff

TOPIC: WEBSAFE – Internet safety conference designed to help protect Nebraska’s children and improve response to Internet crimes in Nebraska. WEBSAFE is geared towards law enforcement and prosecutors.

WHO: The Attorney General will be joined by Col. Bryan Tuma of the Nebraska State Patrol and other law enforcement officials.

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Oct. 21, 2008

“Protecting Our Children from Internet Predators – Always a Top Priority”

By Nebraska Attorney General Jon Bruning

The Internet can be a dangerous place for children, even if they’re using a computer in their own home. One in seven kids who use the Internet is solicited for sex and 79 percent of these solicitations occur at home, according to the Center for Missing and Exploited Children. Online predators use social-networking sites more than ever. They mask their identities and hide behind screen names hoping to lure kids into conversation and then groom them for much, much more.

Recently my office charged a Clay county man for enticing an investigator posing as an underage girl. This man encouraged the investigator to view a live video stream from his webcam of him engaging in a sexual act. This type of behavior is disturbing and unacceptable.

Internet safety has been and will remain one of my priorities. Right now, my office along with the Nebraska State Patrol is hosting WEBSAFE, a series of Internet safety conferences across the state that will help improve the investigation and prosecution of Internet crimes in Nebraska. Over the past five years, we’ve also reached agreements with Yahoo! which shut down 70,000 user-created chatrooms, and with MySpace and Facebook to enhance online safety. I’ve worked with the Legislature to create the offense of online enticement and increased penalties for possession of child pornography. I also plan to propose new legislation next year to make it illegal for registered sex offenders to even use social-networking sites.

As a parent, I understand the unconditional love we have for our kids and the instinct to protect them. As Attorney General, my office will continue to do everything it can to put sexual predators behind bars where they’re no longer a threat to your children or mine.



Attorney General Jon Bruning

NEWS RELEASE

FOR IMMEDIATE RELEASE
Oct. 20, 2008, 10:15 a.m.

Contact: Leah Bucco-White
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It's National Protect Your Identity Week Take Steps to Protect Yourself Says Bruning

Note: Sound bites on this topic will be available shortly at: <http://www.ago.ne.gov>

(Lincoln, Neb.) Attorney General Jon Bruning today announced that this week is National Protect Your Identity Week. Almost 900 Nebraskans were victims of identity theft in 2006 according to the Federal Trade Commission.

“When an identity thief gains access to your personal information, they can use it to steal your money or commit criminal acts in your name,” said Bruning. “Repairing the damage can be a long and frustrating process, but my office offers a tool to help you repair your credit and restore your good name.”

The Identity Theft Repair Kit offers victims a step-by-step guide to repairing credit along with tips on how to protect your personal information. Getting your hands on one is easy. Contact our Consumer Protection Division at 1-800-727-6432 or download it from www.ago.ne.gov.

Here are some of the best tips from the kit:

Protect Yourself:

- ✓ Never give personal information to someone you don't know unless you initiate the contact.
- ✓ Never leave mail in your mailbox overnight.
- ✓ Review a free copy of your credit report annually at www.annualcreditreport.com.
- ✓ Shred all documents that contain personal information, including credit card preapprovals.
- ✓ Never carry your Social Security number, birth certificate or passport with you, unless it's necessary.
- ✓ Only use Internet sites that are encrypted/secure.

Recovery:

- ✓ File a police report and keep a copy to support your claims to credit bureaus, creditors, debt collectors or other companies.
- ✓ Immediately close all accounts under the same name of the account that was breached.
- ✓ Contact all three credit bureaus -- Equifax, Experian and TransUnion -- to review your credit report and place a fraud alert on your credit file. A fraud alert requires businesses to verify identification before transactions.
- ✓ Talk to the bank and other credit bureaus to fix specific problems with your bank accounts or credit reports.
- ✓ File a complaint with the Federal Trade Commission online or by phone: www.consumer.gov/idtheft or 1-877-ID-THEFT.

If you think you've been a victim of identity theft, please contact our Consumer Protection Division toll-free at 1-800-727-6432 or file a complaint online at www.ago.ne.gov. For more information on identity theft, go to www.protectyouridnow.org.

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Attorney General Jon Bruning

NEWS RELEASE

FOR IMMEDIATE RELEASE
Oct. 17, 2008, 4:45 p.m.

Contact: Leah Bucco-White
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AG Bruning Comments on the University of Nebraska's Speaking Invitation to Bill Ayers

Note: A sound bite on this topic will be available shortly at: <http://www.ago.ne.gov>

(Lincoln, Neb.) Attorney General Jon Bruning issued the following comment about the University of Nebraska – Lincoln's speaking invitation to Bill Ayers.

"Inviting Bill Ayers to speak at the University of Nebraska-Lincoln is an embarrassment to one of our state's finest educational institutions and to the taxpayers who fund it. Academic freedom doesn't require us to lose our good judgment and common sense. It's time to take the invitation off the table."

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Attorney General Jon Bruning

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
Oct. 16, 2008, 1:00 p.m.

Contact: Leah Bucco-White
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*****MEDIA ADVISORY*****

**Attorney General Bruning Will Talk
With Students About Internet Safety
at Wilcox Hildreth Middle School in Hildreth
Friday, Oct. 17 at 1:00 p.m.**

WHAT: Internet safety presentation for more than 100 students

WHEN: Friday, October 17 at 1:00 p.m.

WHERE: Wilcox Hildreth Middle School
613 Nelson St.
Hildreth

###



Oct. 14, 2008

“Domestic Violence is Happening at a Younger Age – The Time for Intervention is Now”

By Nebraska Attorney General Jon Bruning

No one wants to believe that domestic violence happens in Nebraska, but it’s happening in our communities every day. I’ve always taken the hard line when it comes to domestic violence and aggressively prosecuted people who hurt women and children. I’ve seen too many cases where husbands and boyfriends beat or kill their wives and girlfriends. That alone is disturbing, but now we’re seeing verbal and physical abuse happening at a much younger age.

When I saw the latest research on tween and teen dating, I was shocked. According to Teenage Research Unlimited, one in five 13-14 year olds know friends who have been struck by boyfriends or girlfriends, and nearly half of teen girls in relationships say they’ve been victims of verbal, sexual or physical assault.

Many kids don’t know the warning signs of a bad relationship and won’t share concerns with their parents. Abusive behavior can quickly escalate. The time for intervention is now.

I believe knowledge is the first line of defense against dating violence, and that’s why I’ve partnered with Patrick Lynch, Rhode Island’s Attorney General. Rhode Island recently passed the Lindsay Ann Burke Act. The act requires schools to incorporate dating violence education for students in 7-12 grades. I will advocate for it here in Nebraska and plan to introduce a similar bill next year. AG Lynch and I have asked Attorneys General nationwide to encourage dating violence education in their states and in their schools.

October is Domestic Violence Awareness Month and it’s important for Nebraskans to know that teaching students about dating violence will help stop an abusive relationship before it starts. Together, we can raise awareness and together we can keep our children safe.



Attorney General Jon Bruning

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
October 10, 2008, 3:15 p.m.

Contact: Leah Bucco-White
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*****MEDIA ADVISORY*****

**AG Bruning Will Speak to
Nebraska Sheriffs and Police Officers at the
Holiday Inn Convention Center in Kearney
9:00 a.m., MONDAY, OCTOBER 13**

WHAT: Attorney General Bruning is giving welcoming remarks at the annual conference of the Nebraska Sheriffs' Association and the Police Officers' Association of Nebraska.

WHEN: Monday, Oct. 13 at 9:00 a.m.

WHERE: Holiday Inn Convention Center
110 2nd Avenue, Kearney

###



Attorney General Jon Bruning

NEWS RELEASE

FOR IMMEDIATE RELEASE
Oct. 9, 2008, 4:00 p.m.

Contact: Leah Bucco-White
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Attorney General Bruning Files Online Harassment Charges Against Clay County Man

Note: A sound bite on this topic will be available shortly at: <http://www.ago.ne.gov>

(Lincoln, Neb.) Attorney General Jon Bruning charged Kevin L. Fullerton, 45, of Trumbull with four counts of enticement by electronic communication device.

Fullerton contacted an Attorney General's Office investigator posing as an underage girl on an instant messaging internet site. He identified himself as a 45-year-old male living in the Hastings/Clay Center area. Fullerton encouraged the investigator to view a live video stream from his webcam of him engaging in self sexual gratification several times.

"This type of behavior is disturbing and it's used to groom kids for future sexual encounters," said Bruning. "That's why our office and other law enforcement agencies do everything we can to stop it."

Enticement by electronic communication device is a class IV felony with a penalty of up to five years in prison and/or \$10,000 fine.

###



Attorney General Jon Bruning

NEWS RELEASE

FOR IMMEDIATE RELEASE
October 8, 2008, 11:00 a.m.

Contact: Leah Bucco-White
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Attorney General Bruning Announces Agreement With Shell Oil to Help Curb Tobacco Sales to Minors

Note: Sound bites on this topic will be available shortly at: <http://www.ago.ne.gov>

(Lincoln, Neb.) Attorney General Jon Bruning along with 46 Attorneys General announced today an agreement with Shell Oil Products US and its parent company Motiva Enterprises. There are 106 Shell stations in Nebraska, and most have convenience stores that sell items including tobacco products. Shell has agreed to adopt procedures designed to reduce sales of cigarettes to minors, even though Shell does not directly own or operate the convenience stores.

"By requiring compliance with the law and limiting access to cigarettes, we help stop Nebraska kids from smoking," said Bruning. "Every child who doesn't become a smoker is a health victory for that child and our state."

Nationwide, 47 percent of underage youths who reported buying cigarettes said they did so at gas stations. The Shell "Assurance of Voluntary Compliance" (AVC) was produced by a multi-state enforcement effort among the Attorneys General, and incorporates "best practices" developed by the Attorneys General, public health researchers and state and federal tobacco control officials.

This AVC includes requirements for complete training of retail personnel, independent compliance checks to monitor sales practices at certain Shell-branded convenience stores, and sanctions against contract operators that sell tobacco to minors.

Studies show that most adult smokers began smoking before the age of 18, and that young people are particularly susceptible to the hazards of tobacco. They often show signs of addiction after smoking only a few cigarettes.

Shell agreed to join the states in their ongoing effort to keep tobacco out of the hands of young people. Bruning said there's still work to be done in the battle against childhood tobacco addiction, but agreements like this one make an important contribution.

Other recent multi-state agreements cover gas station convenience stores selling fuel under the Conoco, Phillips 66 or 76, Exxon, Mobil, and BP Amoco brand names, and retail and pharmacy chains Kroger, 7-Eleven, Walgreens, CVS, and Wal-Mart.

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Attorney General Jon Bruning

NEWS RELEASE

FOR IMMEDIATE RELEASE
October 7, 2008, 2:30 p.m.

Contact: Leah Bucco-White
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Attorney General Bruning Announces \$62 Million Settlement Between 32 States and Eli Lilly

Note: A sound bite on this topic is available at: <http://www.ago.ne.gov>

(Lincoln, Neb.) Attorney General Jon Bruning announced that Nebraska received \$1,072,719 as part of a settlement totaling \$62 million with drug company Eli Lilly. The settlement involves 32 states and the District of Columbia.

The settlement arose from alleged improper marketing of the antipsychotic drug Zyprexa. It's the largest multi-state consumer protection-based pharmaceutical settlement.

Attorney General Bruning along with other states alleged that Eli Lilly used unfair and deceptive practices when marketing Zyprexa for off-label uses and didn't disclose the drug's potential side effects to health care providers.

"We're pleased to have recovered more than a million dollars for Nebraska taxpayers," said Bruning. "This is a big win for our state."

Eli Lilly aggressively marketed Zyprexa for a number of off-label uses, including for use in children and for treatment of elderly patients suffering from dementia. Eli Lilly has agreed to change how it markets this drug and to stop promoting uses that aren't approved by the U.S. Food and Drug Administration (FDA).

Zyprexa is the brand name for the prescription drug olanzapine, first marketed for adults with schizophrenia. Since then, FDA approved Zyprexa for the treatment of bipolar disorder. While it may reduce symptoms, it also has dangerous side effects. Zyprexa has been associated with a high risk of weight gain, hyperglycemia, and diabetes. While a physician is allowed to prescribe drugs for off-label uses, the law prohibits pharmaceutical manufacturers from marketing their products for off-label uses.

The settlement between Eli Lilly and the Attorneys General says that for the next six years, Eli Lilly will make a number of changes in how it markets the product including: not making any false or misleading claims regarding Zyprexa, providing accurate responses to requests for off-label information from health care providers, and requiring its medical staff rather than marketing staff to have ultimate responsibility for developing and approving the medical content for all medical letters about the drug.

Assistant Attorney General Leslie Levy handled the case.

###



Attorney General Jon Bruning

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
October 6, 2008, 9:30 a.m.

Contact: Leah Bucco-White
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*****MEDIA ADVISORY*****

**Attorney General Bruning Will Talk With
Students About Internet Safety at
Humphrey Public Schools in Humphrey
Tuesday, Oct. 7 at 1:30 p.m.**

WHAT: Internet safety presentation for students

WHEN: Tuesday, October 7 at 1:30 p.m.

WHERE: Humphrey Public Schools
405 S. 7th St.

TOPIC: Attorney General Jon Bruning will give an internet safety presentation to students.

###



Oct. 3, 2008

“Don’t Let Identity Thieves Ravage Your Reputation”

By Nebraska Attorney General Jon Bruning

Every year, hundreds of Nebraskans experience the frustration and anxiety of reclaiming their lives from an identity thief. I understand, personally, how identity theft can affect a person and his or her family. My wife had her car broken into while it was sitting in the parking lot of a public library. Her purse was stolen, and we were forced to go through the process of canceling credit cards and notifying the police. Even as the Attorney General, it was a difficult process because we didn’t have the information we needed on what to do next.

When an identity thief gains access to your personal information, whether by rummaging through your trash or exploiting you with through an Internet or phone scam, they can use it to steal your money or commit criminal acts in your name. According to the Federal Trade Commission, it takes an average of 12 months for victims to discover that a thief has destroyed their credit and ravaged their reputation.

If you’re a victim, recovering from ID theft can be lengthy and confusing, but my office has something that can help guide you through the process. Our Identity Theft Repair Kit gives you tips on how to protect your personal information, as well as a step-by-step guide to repairing your credit and restoring your good name.

We also recently partnered with a company named Shred Monster and provided secure shredding services at the Columbus Senior Citizen Festival. Dozens of people took advantage of the opportunity to protect themselves. More than 200 lbs. of sensitive information was shredded.

But identity thieves not only target individuals, they target businesses. The Attorney General’s Consumer Protection Division has a variety of resources to help businesses prevent this type of fraud and avoid its devastating consequences. This fall, we’re launching “Guard It,” a guide for business owners to build sound data security plans in order to protect themselves, their employees, and their clients from loss and lawsuits.

I encourage all Nebraskans to stay vigilant about protecting their personal information from thieves and scam artists. Always shred your sensitive documents, verify the credentials of those who ask for personal information, and contact our Consumer Protection Division toll-free at 1-800-727-6432 to receive our Identity Theft Repair Kit and other publications, or download them from www.ago.ne.gov.