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10 Co-Lead Counsel for Plaintiffs

11 SUPERIOR COURT OF THE STATE OF CALIFORNIA

12 COUNTY OF LOS ANGELES

13 In re GIRLS GONE WILD LITIGATION )

Case No. BC296675

14 \_\_\_\_\_ )  
This Document Relates To: )

CLASS ACTION

15 ALL ACTIONS. )

Assigned to: Judge Wendell Mortimer, Jr.

16 \_\_\_\_\_ )  
**DETAILED NOTICE OF PENDENCY AND  
PROPOSED SETTLEMENT OF CLASS  
ACTION**

17  
18 DEPT: 307

DATE ACTION FILED: 06/02/03



1 practices violate the Unfair Competition Law and the Consumers Legal Remedies Act, among other  
2 statutes. Defendants deny all charges.

3 **5. What is the Current Status of This Lawsuit?**

4 On September 2, 2005, the Honorable Wendell Mortimer, Jr., Superior Court Judge, County of  
5 Los Angeles, certified a nationwide class. Trial was scheduled for March 2008. The Parties agreed to  
6 discuss settlement of the lawsuit and not continue to trial.

7 **6. What Benefits Are Available Under the Settlement?**

8 If the settlement is approved and you paid for unordered or unwanted Girls Gone Wild videos or  
9 DVDs, you will be entitled to submit a claim for one of the following: (1) a full refund of all charges for  
10 unordered or unwanted Girls Gone Wild videos or DVDs, including shipping and handling fees, or (2) a  
11 partial refund for shipping and handling fees, or (3) a discount credit. To obtain one of these benefits,  
12 follow the instructions on the Claim Form<sup>1</sup> on this website.

13 **7. When and Where Will the Court Decide Whether to Approve the  
14 Settlement?**

15 The Court will hold a hearing on **April 18, 2008 at 10 a.m. in Department 307** of the Superior  
16 Court of California, Los Angeles County, 600 South Commonwealth, Los Angeles, CA 90005. At this  
17 hearing, the court will decide whether the settlement is fair, reasonable and adequate, and how much  
18 Plaintiffs' Counsel will be paid for the work they did in this case, and the money they advanced  
19 prosecuting it.

20 The Court may decide these issues at the hearing or take them under consideration. The date  
21 and time of the hearing may be continued by the Court without further notice to the Class.

22 **8. What Happens if the Settlement Is Approved?**

23 If the proposed settlement is approved, the Court will enter a judgment that will dismiss the  
24 lawsuit with prejudice against Mantra Film, Inc., MRA Holdings LLC and Joe Francis. If you do not  
25 exclude yourself from the Class, you will be eligible for the benefits described in Paragraph 6 above and

26 <sup>1</sup> The Notice will appear on the settlement website **www.ggwclassaction.com**. The underlined  
27 text throughout this document denotes text that will be a hyperlink from the web-based notice to another  
28 location on the website.

1 judgment will be entered that will bar you from bringing similar lawsuits against the Defendants  
2 relating to the facts and legal claims alleged in this case. The full text of the released claims are  
3 contained in the Settlement Agreement, which can be viewed on this website.

4 **9. May I Exclude Myself From the Class?**

5 If you do not want to be part of this lawsuit or if you want to bring your own lawsuit against  
6 these Defendants at your own cost, you may exclude yourself from the Class. Excluding yourself  
7 means the outcome, whether favorable to Defendants or Plaintiffs, will not be binding on you. You will  
8 not have the right to any money the Class may be awarded and you will not be bound by any judgment  
9 in favor of Defendants. To exclude yourself from the class, mail a letter saying you want to exclude  
10 yourself from the In re Girls Gone Wild Litigation, Case No. BC296675. Include your full name and  
11 address and signature. Mail your letter so that it is postmarked no later than **April 4, 2008** to:

12 Eric Gibbs  
13 GIRARD GIBBS LLP  
14 601 California Street, 14th Floor  
15 San Francisco, CA 94108

Joy Bull  
COUGHLIN STOIA GELLER  
RUDMAN & ROBBINS LLP  
655 W. Broadway, Suite 1900  
San Diego, CA 92101

16 **10. May I Tell the Court What I Think About the Settlement?**

17 If you are a Class Member, you have the right to tell the Court what you think about the  
18 settlement. You may comment in support of the settlement, or if you do not like some aspect of the  
19 settlement, you can submit an objection for the Court's consideration. To submit a comment in support  
20 of or in objection to the settlement, you must submit a written statement stating your supporting  
21 comments or objections. You must also include your (1) name, address, and telephone number, (2) a  
22 reference to In Re Girls Gone Wild Litigation, Case No. BC296675, and (3) affirm, under penalty of  
23 perjury, that on a specified date, on or after June 2, 1999, you were charged for one or more Girls Gone  
24 Wild videotapes or DVDs without your expressed request or consent. Mail your supporting comments  
25 or objections to the Clerk of the Court, one of Co-Lead Class Counsel, and Defendants' Counsel at the  
26 addresses listed below, so that they are received **no later than April 4, 2008**.

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Clerk of the Court:  
  
Clerk of the Court, Central Civil West  
SUPERIOR COURT OF THE STATE OF CALIFORNIA,  
COUNTY OF LOS ANGELES  
600 South Commonwealth  
Los Angeles, CA 90005

Co- Lead Class Counsel:  
  
GIRARD GIBBS LLP  
Eric H. Gibbs  
601 California Street, 14th Floor  
San Francisco, California 94108

OR

LERACH COUGHLIN STOIA GELLER  
RUDMAN & ROBBINS LLP  
Joy Ann Bull  
655 West Broadway, Suite 1900  
San Diego, CA 92101

Defendants' Counsel:  
  
Michael Kerry Burke  
Mantra Films, Inc.  
1601 Cloverfield Blvd.  
Suite 420 South  
Santa Monica, CA 90404

You cannot both exclude yourself from the settlement and make an objection. Only those who remain in the Class may submit supporting comments or objections. To be considered by the Court, your supporting comments or objections must be actually received by the Clerk of the Court, one of Co-Lead Class Counsel, and Defendants' Counsel, and not merely postmarked, on or before **April 4, 2008**.

**11. May I Speak at the Hearing?**

If you send an objection, you are not required to attend the hearing. However, if you submit an objection, you may ask the court for permission to speak at the hearing. You cannot speak at the hearing if you have excluded yourself from the Class or are not otherwise a Class Member. If you wish to speak at the hearing, either personally or through a lawyer obtained by you at your own expense, you must submit your supporting comments or objections in compliance with the procedures set forth above

1 and include in your comments a statement: (1) that you intend to appear and be heard at the hearing,  
2 (2) setting forth the position you intend to present and your supporting arguments, and (3) a list of all  
3 the witnesses or experts you intend to call to testify, if any.

4 **12. How Do I Make A Claim?**

5 If you fit the description of a Class Member described in Paragraph 3 above, you should  
6 complete the Claim Form on this website on or before **December 18, 2008**, or download, complete and  
7 mail it to the address below, postmarked on or before **December 18, 2008**.

8 In re Girls Gone Wild Litigation  
9 P.O. Box 150  
10 Hollywood CA 90078

11 If you are seeking a full refund of all charges for unordered or unwanted Girls Gone Wild videos  
12 or DVDs, you must provide the required documentation requested on the Claim Form. The  
13 documentation may be scanned and e-mailed with the completed web-based Claim Form or copied and  
14 mailed with your completely Claim Form.

15 **13. Who Are the Lawyers Representing the Class Members and How  
16 Will They Be Paid?**

17 The Court appointed the law firms of Coughlin Stoia Geller Rudman & Robbins LLP and Girard  
18 Gibbs LLP as Class Counsel to represent the Class Members in this case. These lawyers, together with  
19 other firms who have worked with them, are referred to as Plaintiffs' Counsel.

20 Plaintiffs' Counsel have undertaken this representation on a wholly contingent basis and, in  
21 connection with approval of the above settlements, will apply to the Court for attorneys' fees and  
22 expenses incurred to date, not to exceed \$1,360,000 plus \$0.50 for each valid claim. No fees or  
23 expenses have been paid to Plaintiffs' Counsel for their prosecution of this case since its inception in  
24 June 2003.

25 **14. How Can I Get More Information About the Settlement?**

26 This notice provides a summary of the settlement agreement. The complete text of the  
27 Settlement Agreement is available on this website. There are more details about the settlement in the  
28 pleadings that have been filed with the Court in this case. The pleadings and other records in this case  
may be examined at the Office of the Clerk, Superior Court of California, County of Los Angeles, 600

1 South Commonwealth Avenue, Los Angeles, CA 90005. You may also contact Co-Lead Class Counsel  
2 by sending an e-mail to: [ggwsettlement@girardgibbs.com](mailto:ggwsettlement@girardgibbs.com).

3 **DO NOT TELEPHONE THE COURT,**  
4 **MANTRA FILMS, MRA HOLDING LLC OR JOE FRANCIS**  
5 **REGARDING THIS NOTICE.**

6  
7 DATED: \_\_\_\_\_

8 BY ORDER OF THE SUPERIOR COURT  
9 OF CALIFORNIA, COUNTY OF LOS ANGELES

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