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Roy Cooper
 North Carolina Attorney General
 Department Of Justice
 PO Box 629
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Dear Attorney General Cooper:

We respectfully and formally request that your office begin an official investigation of business practices of the North Carolina-based company, Britt World Wide (<http://www.bww.com/Community/>), owned by the Amway/Quixtar kingpin, Mr. Bill Britt, a resident of Chapel Hill, North Carolina

This business was recently featured in a nationally televised news documentary on *NBC Dateline*. (DVD copy of this NBC report is enclosed) in which massive deception was revealed involving hundreds of thousands of consumers, many from North Carolina.

Based on information in the *NBC Dateline* report and the questions and complaints that our organization has received from consumers it would appear that the company's practices violate North Carolina's anti-pyramid scheme statute (N.C. Gen. Stat. § 14-291.2) and are inflicting financial harm upon tens of thousands of people worldwide.

As described by *NBC Dateline* and in reports from consumers, Mr. Britt is orchestrating the recruitment of thousands of consumers into the Amway/Quixtar business. This recruitment program is driven by rewards paid to recruiters from sales of books, tapes and seminar registrations to the recruits. Recruits can recoup their investments by participating in the recruitment process themselves with the same rewards offered to those they recruit - in classic pyramid fashion. None of these goods are ever resold to the general public. It is a closed system in which the only means of recovering investment is from the recruitment of other investors into an endless chain.

N.C. Gen. Stat. § 14-291.2 states, “No person shall establish, operate, participate in, or otherwise promote any pyramid distribution plan, program, device or scheme whereby a participant pays a valuable consideration for the opportunity or chance to receive a fee or compensation upon the introduction of other participants into the program, whether or not such opportunity or chance is received in conjunction with the purchase of merchandise. A person who establishes or operates a pyramid distribution plan is guilty of a Class H felony.”

It was additionally reported that the recruitment programs involved huge rallies where Mr. Britt and others in his organization, as a recruitment ploy, claim that the Amway/Quixtar sales business is the source of their wealth. In fact, the report revealed, the recruitment program itself is actually the source of the majority of their income, derived from the sales of books, tapes and seminar registrations. This was referred to by the victims as a “secret business” unknown to those being solicited to join Amway/Quixtar.

The recent allegations of large-scale deception and pyramid scheme perpetration by Britt World Wide are not new. They were also presented in nearly identical form in a class action lawsuit that was settled some years ago (<http://www-2.cs.cmu.edu/People/dst/Amway/AUS/hanrahan.htm>).

Additionally, it may be relevant to obtaining information in an investigation that Mr. Britt and his wife are in a disputed separation and are publicly revealing and contesting their assets. (http://www.amquix.info/britt_separation.html).

It was reported in the *Burlington Times-News* that Peggy Britt, Bill Britt’s wife, alleged that Mr. Britt intends to use \$50 million of their joint funds in “dubious assets offshore.” She also contended that her husband has “lost \$20 million in fraudulent investment schemes” over the last several years.

Last year, it was reported that Bill Britt was involved in what authorities consider perhaps the largest single financial fraud case in North Carolina history in terms of the amount of dollars that disappeared. The August 8, 2003 edition of *The Triangle Business Journal* reported that in spring, 2001 Bill Britt invested \$5 million in a fraudulent investment scheme perpetrated by Cornerstone Management, a company under investigation and prosecution by the SEC since 1999. This firm was aligned with Phoenix, Arizona-based Dannel Finance Limited and its leader, Benjamin Franklin Cook. Cook, the *Triangle Business Journal* reported, is now serving 17 years in prison for allegedly masterminding a nationwide Ponzi scheme that bilked some 300 investors, mostly elderly citizens and religious groups, of \$46 million. (<http://triangle.bizjournals.com/triangle/stories/2003/08/11/story1.html>)

For the protection of NC consumers, we urge you to take immediate action before substantial assets belonging to Mr. Britt are further dissipated. We will appreciate an early response to our request for an investigation.

Sincerely,

Robert L. FitzPatrick, Pres.
PYRAMID SCHEME ALERT