

NATIONAL RIFLE ASSOCIATION OF AMERICA

POLITICAL VICTORY FUND

11250 WAPLES MILL ROAD

FAIRFAX, VIRGINIA 22030



NRA-PVF

CHRIS W. COX
Chairman

October 30, 2014

Mr. Patrick Henry Hays
Patrick Henry Hays for Congress
P.O. Box 94886
North Little Rock, AR 72190
info@patrickhenryhays.com

Dear Mr. Hays,

We are in receipt of a mailer from the Democratic Party of Arkansas in which a photo of Wayne LaPierre, Executive Vice President of the National Rifle Association of America (NRA), is used to deliberately mislead voters into believing that you are the NRA's preferred candidate in the November 4, 2014 race for the Second Congressional District of Arkansas. This is patently false. We are therefore writing to demand that you immediately cease any use of any image, photo or likeness of Wayne LaPierre in your congressional campaign materials. In addition, we demand that you publicly repudiate any such use by other organizations on behalf of your congressional campaign.

As you know, you have received a rating of "F" from the NRA Political Victory Fund (NRA-PVF). As you also know, the NRA-PVF has endorsed your opponent, French Hill, in this race. Your membership in former New York City Mayor Michael Bloomberg's gun control group, "Mayors Against Illegal Guns", makes it clear that NRA members, gun owners and sportsmen in Arkansas' Second Congressional District cannot count on you to oppose the anti-gun agenda pushed by Bloomberg and President Obama.

In addition to the photo, the mailer in question uses selective quotes from a NRA fundraising solicitation letter signed by Wayne LaPierre to create the false impression that the NRA supports your candidacy. Again, this is simply not true.

For these reasons, we demand that you immediately cease any use of any image, photo or likeness of Wayne LaPierre, as well as any quotes from any NRA communications, in your congressional campaign materials or the campaign materials of any organization acting in support of your candidacy.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris W. Cox".

Chris W. Cox
Chairman, NRA-PVF