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PRESS RELEASE

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District Attorney Donovan Announces Kick-off of Holiday Season Anti-Shoplifting Media Campaign

******Advertisement Appearing at Staten Island Mall Highlights Repeat Shoplifting Offenders******

STATEN ISLAND, NY - Richmond County District Attorney Daniel M. Donovan, Jr. today announced the launch of an anti-shoplifting advertising campaign featuring the “mug shots” of repeat offenders convicted of petit larceny. All were convicted following arrests at the Staten Island Mall. District Attorney Donovan was joined at the press conference by: Linda Baran, President and CEO of the Staten Island Chamber of Commerce, James Easley, General Manager of the Staten Island Mall, Jessica Schwarz, the Regional Sales Manager of Adspace Networks, Inc., Cesar J. Claro, President & CEO of the Staten Island Economic Development Corporation, and management from several mall retailers.

The 15 second advertisement will air throughout the holiday season, every six minutes, on 11 digital advertising boards located in the Mall and is funded by revenue seized from criminals as part of District Attorney Donovan’s Asset Forfeiture Program.

District Attorney Donovan stated, “This year over 185 people have been arrested for theft-related crimes at this Mall. Hundreds more have been arrested across our borough. Shoplifting is not a victimless crime. It impacts every business owner and customer, resulting in decreased store profits and higher prices for consumers. The effect shoplifting has on our economy is seen by reduced purchasing power, loss of jobs and store closings. I am hoping that this advertisement, featuring some of our worst offenders, will offer a dose of reality to anyone contemplating shoplifting. The message is clear: you will be prosecuted.”

Linda Baran, President and CEO of the Staten Island Chamber of Commerce stated, “The Staten Island Chamber of Commerce is pleased to join District Attorney Dan Donovan this morning in his efforts to curb shoplifting here at the mall and on Staten Island. Shoplifting has a direct affect on the bottom line of any business that has been victimized! It is important during these turbulent economic times that we do everything and anything to support business so that they can continue to thrive. I commend the District Attorney for having the foresight to deal with this problem early on during this holiday season.”

Cesar J. Claro, President and CEO of the Staten Island Economic Development Corporation stated, “Shoplifting is a crime which plagues every retailer across the country, hurting consumers and business owners alike. I am grateful for District

Attorney Donovan's leadership in this initiative as well as his work on behalf of the business community and all Staten Islanders."

Shoplifters and dishonest employees stole over \$6.7 billion in 2007 from 24 major retailers, according to the 20th Annual Retail Theft Survey conducted by Jack L. Hayes International, the leading loss prevention and inventory shrinkage control consulting firm. According to the survey covering 24 major retailers, 626,314 shoplifters were apprehended in 2007, up 9.16% from 2006.

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