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[on official company letterhead]

Jerusalem, December 16, 2015

To:

Yedioth Aharonot, LTD.

2 Moses St.

Tel Aviv 61000

By fax – 03-6082546, 03-6953950, 03-6082440

Dear Sir/Madam,

Re: **Demand for immediate removal of ad and publication of an apology – “Im Tirtzu” “Planted” campaign**

We are writing to you on behalf of our client, HaMoked: Center for the Defence of the Individual, founded by Dr. Lotte Salzberger (Registered Association) regarding the matter in reference:

As you know, yesterday, the “Im Tirtzu” organization launched a vile, despicable campaign, entitled “Planted”. As part of this campaign, Adv. Sigi Ben-Ari, a lawyer with our client’s legal department, is portrayed as a supporter of murderous terrorism, under the slogan, which borders on incitement to murder, “When we fight terror, the planted fight us”, with Adv. Ben-Ari’s photograph and name appearing in an ad designed as a “wanted” ad.

To our client’s dismay, page 25 of the printed edition of your newspaper published today, December 16, 2015, featured another ad from the aforesaid repugnant “Im Tirtzu” campaign, whose content constitutes a license to kill the four persons whose likeness appears on “wanted ads”. The matter ostensibly borders on incitement to murder.

By publishing this ad in a newspaper that is edited printed and distributed by you, while featuring the name of our client and of its staff member as alleged supporters of terrorism, you are causing grave damage to our client’s reputation, and the reputation of its workers both in Israel and abroad.

Before we take immediate legal action against you, we demand that you remove the aforesaid ad from your newspaper forthwith, refrain from future publication of ads issued as part of this campaign, and publish an apology for the printing and distribution of this ad.

The aforesaid, or anything omitted from the aforesaid, does not conclude our client’s claims or Adv. Sigi Ben Ari’s claims against your organization.

Sincerely,
[signed]
Ophir Katz, Adv.

CC: Ms. Dalia Kirstein, HaMoked: Center for the Defence of the Individual Executive Director