

Dear [Third Party Organization]:

We write you to notify you of the agreement our campaigns have entered into regarding outside third party spending in the 2012 Massachusetts Senate race – The Peoples' Pledge. A copy of this pledge is enclosed.

The Pledge makes clear the following. If you spend money on advertising in Massachusetts in support of either one of us, that candidate's campaign will pay 50% of the cost of your ad buy to a charity of the other candidate's choice. If you spend money on advertising in Massachusetts in opposition to either one of us, the opposing candidate's campaign will pay 50% of the cost of your ad buy to a charity of the opposed candidate's choice.

In short, your spending will damage the candidate you intend to help.

The Peoples' Pledge includes all independent expenditure advertisements, and any issue advocacy advertisements – including any issue advocacy advertisements coordinated with either campaign. It applies to advertising in all media – broadcast and cable television, radio, and internet.

It is a pledge we have made with the people of Massachusetts, and we are serious about honoring it. We hope that you regard our pledge seriously as well, and undertake no political advertising in our Senate race for the duration of the 2012 election.

We are determined to make our Senate race one in which we each stand on our own and speak to the people of Massachusetts directly. We are running to serve the people of Massachusetts, and we have taken The Peoples' Pledge to be clear that they are who we will answer to as their Senator.

Sincerely,

Scott Brown

Elizabeth Warren