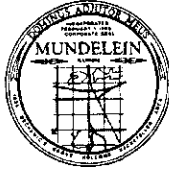


KENNETH H. KESSLER  
Mayor

Village  
Of  
Mundelein



DEPARTMENT OF POLICE

RAYMOND J. ROSE  
Chief of Police



221 NORTH LAKE STREET • MUNDELEIN, ILLINOIS 60060 • PHONE (847) 968-4600

June 16, 2011

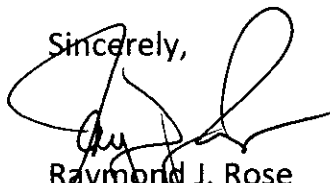
Dear Business Owner:

The Mundelein Police Department has taken several complaints from local businesses regarding a potential scam. Some downtown businesses have been contacted by Edward M. Zapencki of Fun Treasure Maps. Mr. Zapencki is selling advertising space to businesses and in turn is obtaining cash and checks from the businesses. In many cases he has convinced business owners to write checks to him personally for services to be rendered. Apparently, Mr. Zapencki is a very convincing "salesman". There are reports from other jurisdictions regarding Mr. Zapencki and his business Fun Treasure Maps. In those cases it is alleged that Mr. Zapencki has received money from businesses and has not provided the advertisement or services as promised. The State of Wisconsin Attorney General has filed suit against Mr. Zapencki and Fun Treasure Maps for defrauding hundreds of small Wisconsin businesses, see the attached story from Fox News of February 2, 2011, and press release from the Wisconsin Attorney General.

Please use caution in these types of transactions and be certain that you know who and what you are agreeing to before you provide funds.

If you have been contacted by Mr. Zapencki, please contact the Mundelein Police Department at 847-968-4600 so that we may create a case report.

Sincerely,



Raymond J. Rose  
Chief of Police

*"Community Focused - Community Committed"*

PRIDE • QUALITY SERVICE • INTEGRITY

[fox6now.com/news/investigators/witi-20110207-inv-fun-treasure-maps,0,6530925.story](http://fox6now.com/news/investigators/witi-20110207-inv-fun-treasure-maps,0,6530925.story)

## WITI

### State of Wisconsin files lawsuit against Kenosha County map maker

Bryan Polcyn

FOX6 Reporter

7:07 PM CST, February 7, 2011

WITI-TV, MILWAUKEE

The Wisconsin Department of Justice announced it is suing the owner of Fun Treasure Maps, Ed Zapencki, for ripping off hundreds of small business owners. The lawsuit comes just three months after FOX6 Investigator Bryan Polcyn exposed the lucrative ponzi scheme.

Zapencki didn't care to face FOX6 cameras, but doesn't have a choice about meeting with Wisconsin Attorney General JB Van Hollen.

The State Department of Justice filed a civil enforcement action against Zapencki, and his business Fun Treasure Maps in Kenosha County Circuit Court.

In November, FOX6 Investigators reported about how Zapencki has been touring the State of Wisconsin for years. He's been selling small business owners a spot on one of his cartoon-style maps. He takes cash or trades up front, than promises the maps will be ready in a matter of weeks or months.

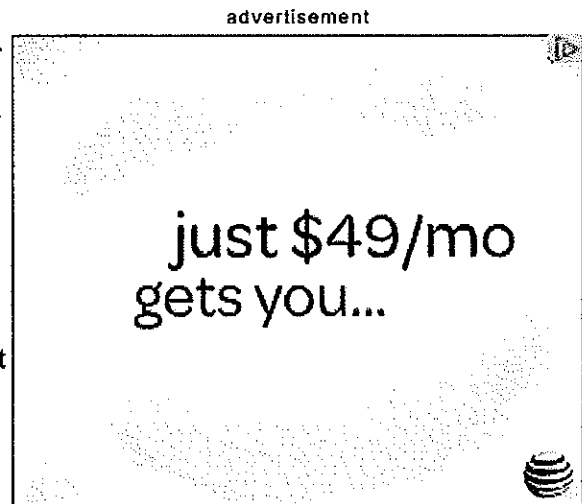
A FOX6 investigation found it often takes Zapencki years to produce the maps he promised.

The state's lawsuit accuses Zapencki of making promises "despite knowing that it would be virtually impossible to comply".

Six of the victims named in the Attorney General's lawsuit have been waiting for unfinished maps anywhere from 17 months up to three and a half years. The lawsuit also accuses Zapencki of failing to return customer phone calls, and failing to provide automatic refunds as required in a prior state order against Fun Treasure Maps.

Zapencki faces \$100-\$10,000 in penalites for each violation.

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# Attorney General Sues Owner of Fun Treasurer Maps, Edward Zapencki, For Violations of WI Consumer Laws

Monday, February 07, 2011

**KENOSHA** — Attorney General J.B. Van Hollen has announced that the Wisconsin Department of Justice has filed an enforcement action against Edward Zapencki, of Kenosha, alleging violations of Wisconsin's consumer protection laws in connection with his operation of his advertising business known as Fun Treasure Maps. The case, which was referred to the Department of Justice by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), seeks forfeitures, injunctive relief and restitution for injured consumers.

According to the complaint, using the name Fun Treasure Maps, Zapencki solicits small business owners to advertise on cartoon-style maps prepared for targeted Wisconsin communities. Numerous businesses have complained that Zapencki collects full payment in advance, but then does not produce the promised maps within the time promised—if ever. The complaint alleges that Zapencki has yet to deliver maps for which he collected payment as far back as 2007 or 2008. The state alleges that hundreds of businesses have paid for advertising on Fun Treasure Maps that have never been produced.

In response to previous complaints, DATCP issued a Special Order against Zapencki in 2007 requiring Zapencki to deliver his maps within the timeframe he promised—or 15 months at the latest—or provide full refunds, unless the purchaser agreed to further delay. The Special Order, to which Zapencki agreed, also requires him to give every prospective customer a written notice detailing their rights to a refund if the map is not delivered on time.

According to the complaint, Zapencki has violated the Special Order by not giving the required notice and by failing to refund customers' payments when the maps were not produced on time. The state's complaint also alleges that Zapencki has violated Wisconsin's false advertising law by misleading customers about when the maps will be produced. A copy of the complaint is available at:

[http://www.doj.state.wi.us/news/files/complaint\\_zapencki\\_20110131.pdf](http://www.doj.state.wi.us/news/files/complaint_zapencki_20110131.pdf)

Each violation of the Special Order subjects Zapencki to a forfeiture ranging from \$100 to \$10,000; violations of the false advertising law carry forfeitures between \$50 and \$200.

The case has been assigned to Kenosha County Circuit Court Judge Michael Wilk. The state is being represented by Assistant Attorney General John Greene.