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PRE PAID LEGAL SERVICES INC  
Form 8-K  
January 05, 2010

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 Or 15(D) of The Securities Exchange Act of 1934

Date of report (Date of earliest event reported): January 4, 2010

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Pre-Paid Legal Services, Inc.

-----  
(Exact Name of Registrant as Specified in Its Charter)

Oklahoma

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(State or Other Jurisdiction of Incorporation)

001-09293

73-1016728

-----  
(Commission File Number)

(IRS Employer Identification No.)

One Pre-Paid Way  
Ada, OK

74820

-----  
(Address of Principal Executive Offices)

(Zip Code)

(580) 436-1234

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(Registrant's Telephone Number, Including Area Code)

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(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))



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New Memberships:	Three Months Ended:		
	12/31/2009	9/30/2009	12/31/2008
New legal service membership sales.....	139,076	166,377	124,629
New "stand-alone" IDT membership sales.....	9,172	8,645	8,012
Total new membership sales.....	148,248	175,022	132,641
New "add-on" IDT membership sales.....	85,095	112,653	85,221
Average Annual Membership fee.....	\$316.87	\$325.60	\$321.00
Active Memberships:			
Active legal service memberships at end of period..	1,454,661	1,455,492	1,469,315
Active "stand-alone" IDT memberships at end of period (see note below).....	92,924	90,063	89,839
Total active memberships at end of period.....	1,547,585	1,545,555	1,559,154
Active "add-on" IDT memberships at end of period (see note below).....	711,131	710,795	680,862
New Sales Associates:			
New sales associates recruited.....	61,623	75,398	32,533
Average enrollment fee paid by new sales associates	\$71.31	\$79.31	\$49.02
Average Membership fee in force:			
Average Annual Membership fee.....	\$302.51	\$302.86	\$300.80
Note - reflects 4,494 net transfers from "add-on" status to "stand-alone" status during the 2009 4th quarter			

Our total active membership premium in force decreased less than 1% to \$468.2 million at December 31, 2009 from \$469 million at December 31, 2008. The membership persistency rate (defined as the number of memberships in force at the end of a 12 month period as a percentage of the total of memberships in force at the beginning of such period, plus new memberships sold during such period) was 72.8% for 2009.

Our fourth quarter 2009 corporate finance focus has again been on share repurchases. During the 4th quarter, we returned \$35.9 million to shareholders through the repurchase of 902,697 shares of common stock, at an average per share price of \$39.75. Since April 1999, we have returned \$457.9 million to shareholders through the purchase of 15.1 million shares, average price of \$30.32 per share, and \$17.1 million in dividends for a combined total of more than \$475 million representing more than 100 percent of our net earnings during the same timeframe. We have reduced the number of shares outstanding by approximately 57% from 23.6 million at March 31, 1999 to 10.1 million today.

We anticipate announcing our 2009 fourth quarter and annual earnings on February 22, 2010 after the market closes and hosting a conference call to discuss such earnings on February 24, 2010.

About Us - We believe our products are one of a kind, life events legal service

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plans. Our plans provide for legal service benefits provided through a network of independent law firms across the U.S. and Canada, and include unlimited attorney consultation as well as will preparation, traffic violation defense, automobile-related criminal charges defense, letter writing, document preparation and review and a general trial defense benefit. We have an identity theft restoration product we think is also one of a kind because of the combination of outside vendors and our provider law firms. More information about us and our products can be found at our homepage at <http://www.prepaidlegal.com>.

### Forward-Looking Statements

Statements in this press release, other than purely historical information, regarding our future plans and objectives and expected operating results, dividends and share repurchases and statements of the assumptions underlying such statements, constitute forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934. The forward-looking statements contained herein are based on certain assumptions that may not be correct. They are subject to risks and uncertainties incident to our business that could cause actual results to differ materially from those described in the forward-looking statements. These risks and uncertainties are described in the reports and statements filed by us with the Securities and Exchange Commission, including (among others) those listed in our Form 10-K, Form 10-Q and Form 8-K, and include the risks that our membership persistency or renewal rates may decline, that we may not be able to continue to grow our memberships and earnings, that we are dependent on the continued active participation of our principal executive officer, that pending or future litigation may have a material adverse effect on us if resolved unfavorably to us, that we may have compromises of our information security, that consumer purchases of discretionary items may be impacted by a downturn in the economy, that we could be adversely affected by regulatory developments, that competition could adversely affect us, that we are substantially dependent on our marketing force, that our stock price may be affected by short sellers, that we have been unable to increase our employee group membership sales, that our active premium in force is not indicative of future revenue as a result of changes in active memberships from cancellations and additional membership sales and that we have repurchased more than half of our outstanding shares. Please refer to pages 18 through 20 of our 2008 Form 10-K/A and pages 7 and 8 of our September 30, 2009 Form 10-Q for a more complete description of these risks. We undertake no duty to update any of the forward-looking statements in this release.

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