

NEWS RELEASE



OFFICE OF THE UNITED STATES ATTORNEY SOUTHERN DISTRICT OF CALIFORNIA

San Diego, California

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For Immediate Release

SAN DIEGO MAN WHO WORE ‘I MAKE PIMPIN’ LOOK EASY’ SHIRT PLEADS GUILTY TO TRANSPORTING A MINOR FOR PROSTITUTION

NEWS RELEASE SUMMARY – September 12, 2013

Martell Davis, who was wearing a T-shirt that read "I MAKE PIMPIN' LOOK EASY..." when he arrived to pick up his 17-year-old prostitute from a hotel and was arrested, admitted in federal court today that he was, indeed, a pimp.

Davis pleaded guilty before U.S. Magistrate Judge Ruben B. Brooks to transportation of a minor to engage in prostitution. In his plea agreement, Davis admitted that he acted as pimp for a 17-year-old girl when he drove her from San Diego to Yuma, Arizona, so she could engage in commercial sex acts.

According to court records, Davis' arrest was the result of an undercover operation by San Diego vice cops. A detective, responding to an online prostitution ad, set up an \$80 "date" for July 26 at a Best Western hotel in Mission Valley. The girl was arrested.

While in the hotel room, the detective used the girl's phone to text a person they believed was her pimp. Posing as the girl, the detective texted the pimp, asking how much she should charge for a particular sex act. The person on the other end responded, "Break the bank." And later, the person using the phone of the suspected pimp inquired how much she'd made from the sex act. The detective texted back "5," meaning

\$500. The person responded via text, "damn cool."

Using the girl's phone, the detective asked when the suspected pimp would pick her up. The person responded that he would come to get her. Moments later, defendant Martell Davis arrived at the room where the date was set up with the undercover detective. Davis was arrested at approximately 12:30 am on July 27, 2013, while wearing the T-shirt that read "I MAKE PIMPIN' LOOK EASY...."

Davis was scheduled to be sentenced December 13, 2013, at 9am before U.S. District Judge Janis L. Sammartino.

DEFENDANT

Case Number: 13cr3149

Martell Davis

SUMMARY OF CHARGES

Transportation of a Minor to Engage in Prostitution, in violation of Title 18, United States Code, Section 2423(a) – Maximum Penalties: Life in prison, with mandatory minimum 10 years.

INVESTIGATING AGENCY

San Diego Police Department