



November 15, 2016

VIA EMAIL

Jessica Jones
Vice President of Operations
National Sleep Foundation
1010 N. Glebe Rd. Suite 420
Arlington, VA 22201
[REDACTED]

Re: Deceptive My Pillow Marketing Featuring NSF Logo

Dear Ms. Jones:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising.

As you may be aware, My Pillow, Inc. is, and has been, promoting its pillow as the official pillow of the National Sleep Foundation.

For example:



Screenshot of My Pillow homepage obtained on Nov. 15, 2016



Screenshot obtained from My Pillow commercial currently airing on numerous national, as well as regional, television stations.



Screenshot obtained from My Pillow's Facebook page on Nov. 15, 2016



Screenshot obtained from My Pillow's Twitter page on Nov. 15, 2016

My Pillow makes these representations without disclosing its material connection with the National Sleep Foundation, in violation of federal regulations, as well as state laws. See [16 CFR § 255.5](#) (federal regulation requiring advertisers to clearly and conspicuously disclose any connections between themselves and any endorsers that may materially affect the weight or credibility of the endorsement); see also *California v. My Pillow, Inc.* [Oct. 26, 2016 Complaint](#) and [Oct. 31, 2016 Final Judgment](#).

In addition to violating the law, each day My Pillow advertises itself as the official pillow of the National Sleep Foundation, consumers are being deceived by not being told the full story between the company and the Foundation.

We trust the National Sleep Foundation will take whatever action it deems necessary in order to put an immediate end to My Pillow's deceptive use of the National Sleep Foundation's logo, as well as its misleading references to its relationship with the Foundation.

If you have any questions or need further information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink that reads "L. Smith". The signature is fluid and cursive, with the first letter "L" being large and stylized.

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.

Cc: Mike Lindell, My Pillow, Inc.