



January 9, 2017

VIA EMAIL

Lauren Linder, Associate General Counsel
The Weather Channel
300 Interstate North Parkway SE
Atlanta, GA 30339
[REDACTED]

Re: Deceptive Prevagen Commercials Airing on The Weather Channel

Dear Ms. Linder:

Last January, I wrote to The Weather Channel to notify it of a false and deceptive advertising campaign for the supplement Prevagen (owned by Quincy Bioscience LLC) airing on the network. That letter is attached for your reference.

I am now writing to you to inform you that the Federal Trade Commission and New York State Attorney General jointly filed a lawsuit in New York federal court against Quincy Bioscience for its false advertising of Prevagen. The complaint is attached.

In light of today's filing, we trust The Weather Channel will now cease airing what New York Attorney General Eric Schneiderman has called "[clear-cut fraud](#)."

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

Sincerely,

A handwritten signature in blue ink that reads "L. Smith".

Laura Smith, Esq.
Legal Director
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