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## Re: SevenPoint2 Statement

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Kevin Thompson [REDACTED]  
To: Laura Smith <lsmith@truthinadvertising.org>

Tue, May 3, 2016 at 12:48 AM

Laura,

Over the past several years, Boreyko and Cohn have maintained solid discipline to avoid claims. As I'm sure you gleaned after reviewing content spanning over several years, the 3 claims you referenced were not consistent with their general behavior. And without question, those remarks were not widely disseminated. As for the field, the company does find claims, and it does contact the people regarding those claims. They just have a hard time getting those people to voluntarily pull the content.

And yes, I know referencing "enthusiasm" for a product is not a legal defense. I'm simply conveying a practical challenge of instructing independent individuals to keep their personal stories to themselves. The Recovery product is quite remarkable, as I can personally attest. As with any sales organization, perfect compliance is not reasonable expectation. But there's always room for improvement.

SevenPoint2 sells good, clean products. They intend on being in business for a long time, and they're making investments to make further improvements to their compliance processes. Thanks again and take care.

**Thompson Burton PLLC**  
*Redefining the Art of Law*

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Kevin Thompson

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