



September 9, 2013

**VIA FEDEX**

Robert W.G. Andrew, President, Chief Executive Officer  
Clarissa Oliva, Lead Investigative Research Consultant  
BBB of Alaska, Oregon & Western Washington  
1000 Station Drive, Ste. 222  
DuPont, WA 98327

Re: BBB's "A" Rating of Resorts360 Vacation Club

Dear Mr. Andrew and Ms. Oliva:

I am writing to follow-up on our May 15, 2013 letter to you regarding the BBB's "A" rating of Resorts360 Vacation Club, a Washington-based company that is operating a pyramid scheme in the guise of a lucrative "private travel club."<sup>1</sup> In that letter, we provided you with information regarding the deceptive and illegal practices of this company.

On June 20, 2013, Ms. Oliva responded to our letter informing us that your office is taking steps to ensure that the BBB is reporting accurately on the company.<sup>2</sup> Over two months have since passed, and the BBB is still giving Resorts360 an "A" rating.<sup>3</sup>

During this time, over 5,000 consumers have signed a petition asking the FTC and Washington Attorney General to move more quickly to shut down Resorts360's illegal pyramid scheme.<sup>4</sup>

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<sup>1</sup> Truthinadvertising.org's letter to BBB of Alaska, Oregon & Western Washington, dated May 15, 2013, is attached for your reference.

<sup>2</sup> Ms. Oliva's letter to Truthinadvertising.org, dated June 20, 2013, is attached for your reference.

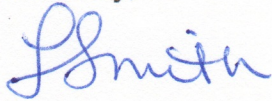
<sup>3</sup> A print-out of the BBB's current rating of Resorts360 is attached for your reference.

<sup>4</sup> Go to [www.truthinadvertising.org/resorts-360-get-involved/](http://www.truthinadvertising.org/resorts-360-get-involved/).

We sincerely hope that your office will act swiftly and reconsider its "A" rating of Resort360, as it gives consumers the mistaken impression that the company is honest and trustworthy (as it is effectively endorsed by the BBB), when it is actually deceiving consumers into believing that they can get rich quick by enrolling with the company and purchasing one of its memberships. In addition, as is evident by the large number of consumers who have signed the petition to date, this is a matter of significant public importance.

If you have any questions or would like additional information, please do not hesitate to contact me.

Sincerely,



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