



Re: Deceptive Marketing Campaign for Ghost Energy Drinks and Supplements

Daniel Lourenco <dan@ghostlifestyle.com>

Tue, Dec 13, 2022 at 2:04 PM



Laura and team,

My name is Dan Lourenco, CEO and Co-Founder of GHOST Lifestyle. I am really disappointed that I did not receive the email from your organization earlier. Somehow you found old, personal emails for Ryan (CMO/Co-founder) and myself and we only learned that you were trying to reach us yesterday after being informed by a third party. We always reply.

GHOST is a lifestyle brand that sells transparent and honest products that include authentic collaborations. GHOST has a detailed Responsible Marketing Code of Conduct Policy that strictly prohibits marketing to people under 18 years old and sets stringent guidelines to ensure complete and consistent adherence.

GHOST takes this matter very seriously and would welcome the opportunity to meet to listen and further understand your concerns as well as share our RMCC and everything else GHOST is proactively doing on this front to ensure responsible and safe consumption. With that in mind, I've also cc'd our CFO/COO Mark Magnesen, as well as Rick Collins and Brandy Bruyere from our legal team.

Sincerely,

Dan
GHOST CEO/Founder
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860-329-1802