



April 5, 2018

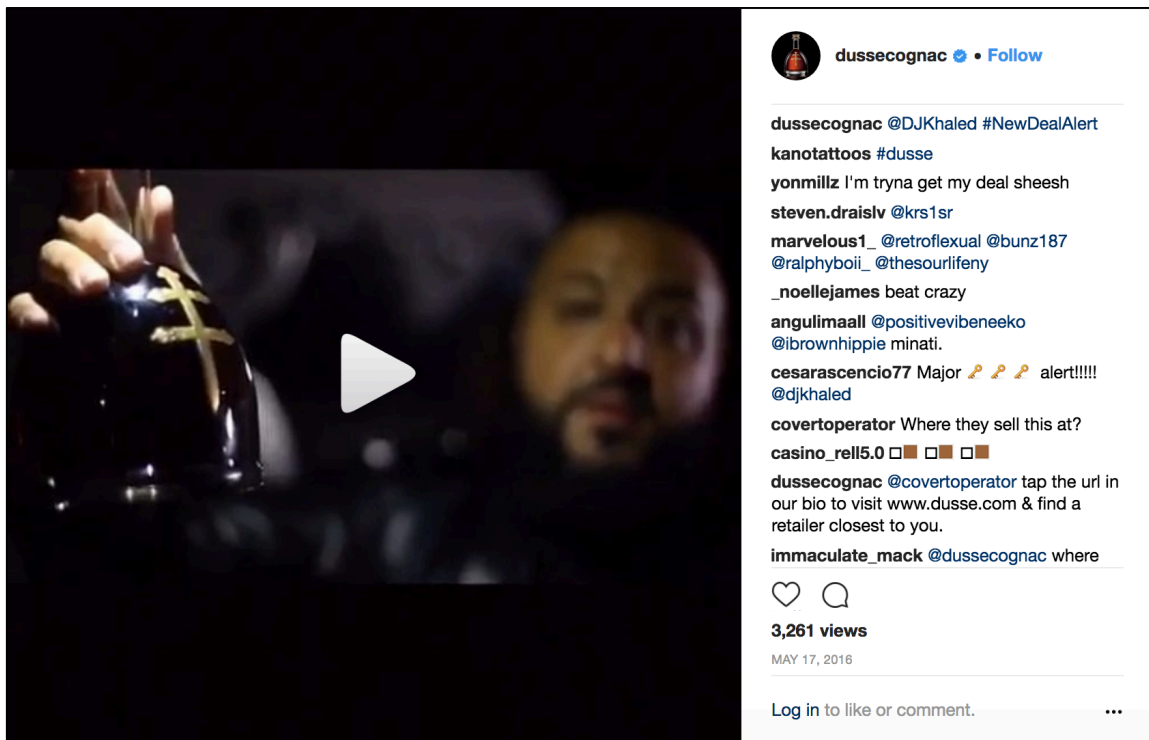
VIA EMAIL

Marlene Gordon, VP, General Counsel
Bacardi U.S.A., Inc.

Re: DJ Khaled's Material Connection to Bacardi

Dear Ms. Gordon:

Thank you for your letter regarding deceptive advertising by DJ Khaled, Bacardi, and other alcohol brands on social media. We were surprised by your response stating that "Bacardi has never had an agreement with Mr. Khaled to promote the D'USSE brand" as that statement is belied by several online publications posted by Bacardi's brand D'usse and DJ Khaled, including the examples below:



The video featured in the post above is available [here](#).



djkhaled

Follow

djkhaled #NewDealAlert !! I spent my whole life striving to be one thing...the best! So much so that I created a brand bearing the name We The Best. In staying true to my life and cloth I proudly announce my partnership with Dussé, the best cognac in the world. I'd like to thank my manager and partner and my brother Jay Z for the opportunity to carry the Dussé logo to new heights. I am the Dussé Don! Respect the Code!!! Respect the logos. Dussé!!!! @dussecognac @wethebestmusic @rocnation @epicrecords #wethebest #rocnation #Major the album soon come .. New music on its way ! 🙌🙌🙌🙌🙌🙌

Load more comments

muscle_team_fuzz @willphotoshotme, you hear the effects in this video? I want these tones of effects in my "Got Em" video



109,654 views

MAY 17, 2016

Log in to like or comment.



dussecognac

Follow

dussecognac On the Rocky stairs with @djkhaled and #DUSSE at #MadelnAmerica. mreverythinggolden @noreenaguas the kicks is cold

shopwealth WE MADE FABs THROWBACK AALIYAH JERSEY THAT HE WORE LAST SUNDAY TO TGE VMAs ! Check us out @shopwealth or theloveofwealth.com 🙌🙌

elaine_hamilton Yes!!!

freshfella 🙌🙌🙌

tyty_thewiz 🙌🙌🙌🙌🙌🙌

jbarbera10 🙌🙌🙌

vinny_mead @kylepesko

dori.music 🙌🙌🙌

foodchasers 🙌🙌🙌🙌🙌🙌🙌🙌

rollajones Provide an extra.

samirsamuraieme How do I become a




952 likes

SEPTEMBER 4, 2016

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dussecognac • Follow

dussecognac A look back at this weekend's #DUSSEDAYPARTY with @DJKhaled in New York City.

mnellis Dope

yourztruly79 Alot of people starting to drink dusse

lord_tigo 🤔👉

sccatering1 I've been drinking it since it first hit the market @duece1979

yourztruly79 Me too. I ain't even no cognac dude but that dusse is something else

4,496 views

AUGUST 29, 2016

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dussecognac • Follow

dussecognac Classic. @DJKhaled at the #DUSSEDayParty in NYC yesterday.

unbreakable_aura80z #ANOTHERONE

franchise.wav I drank dusse on my 22nd birthday and almost blacked out 🤔

franchise.wav Please tag khaled in my last post! 🙏

pushcorps @dussecognac #push @djkhaleid @wethebestmusic #yaherd #push @dussecognac @rocnation @ceomemphisbleek @mrrugs_ @vegas_jones #push 🍷👉👉👉👉

mnellis Boss @dussecognac @djkhaleid

mnellis @dussecognac I recommend @djyungnova to be your new ambassador and launch it at @woodlandbkny ... Will be epic 🙌🙌🙌🙌

djyungnova Thanks @mnellis

849 likes

AUGUST 28, 2016

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dussecognac • Follow

dussecognac NYC: Will we be seeing you at our #DUSSEDAYPARTY hosted by @DJKhaled?

elaine_hamilton 🍷

ta_i5 @daebak_snowflower @polo_gary we are making this for weds! Get ready! 🍷 🍷

dohn_eduardo_chavez @lynnsoclassy

ice.cold.savge Gotta try this

a_n_savage @blissy_02 jawn look good as ...



662 likes

AUGUST 27, 2016

Log in to like or comment.



dussecognac • Follow

dussecognac Just in time for the weekend: @djkhald drops #MAJORKEY. Which track is your favorite so far? #DUSSE #NP

ivanberrios 🗝️

_iammitch DONT U EVER PLAY YOURSELF

therealnateskee @djkhald Salute! We made it .🔥 🗝️

mnellis Where is the cigar boss @djkhald

antmanrn Holy Key!!!!!! 🔥 🔥 🔥 🔥

ba1exander I got the keys keys keys 🗝️ 🗝️



512 likes

JULY 29, 2016

Log in to like or comment.



Sincerely,

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