



December 5, 2013

**VIA EMAIL AND OVERNIGHT MAIL**

Ti Ron Gibbs, TEFL President  
TEFL Institute  
1906 W. Irving Park Road  
Chicago, Illinois, 60613  
[tgibbs@teflinstitute.com](mailto:tgibbs@teflinstitute.com)

Re: Deceptive Advertising of TEFL Institute

Mr. Gibbs:

I am writing to you on behalf of Truth in Advertising, Inc. (TINA.org), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising.

TEFL Institute claims on its website to be accredited by NATEFLAC. As you are aware, there is no listing for NATEFLAC on any search engine and the links on your site do not connect to any such organization. Further, you did not provide any information about NATEFLAC when requested by our editor last week. You instead indicated that you would delete all references to NATEFLAC and its alleged accreditation of TEFL Institute on your website. However, as of today, your site continues to deceptively represent that TEFL Institute is accredited by NATEFLAC.

If TEFL Institute does not correct this misleading representation by December 16, TINA will have no choice but to notify the Illinois Attorney General that TEFL Institute is engaged in deceptive marketing in violation of Illinois's Uniform Deceptive Trade Practices Act (815 Ill. Comp. Stat., 510/2 (2001)), and request that the Attorney General take all appropriate actions against your company.

Sincerely,

A handwritten signature in blue ink that reads "L. Smith". The signature is written in a cursive, flowing style.

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