



March 25, 2014

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 again on our May 15, 2013 letter, as well as our September 9, 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."¹

Though you indicated in June 2013 that your office is taking steps to ensure that the BBB is reporting accurately on the company, it has been over 10 months since we sent our initial letter to you, and the BBB's "A" rating of Resorts360 remains unchanged. This positive rating is being awarded to the company despite its illegal business practices and deceptive marketing, and despite the over 5,000 consumers who signed a petition calling for quick action to shut down the company's illegal pyramid scheme.

We sincerely hope that your office will reconsider its rating of Resorts360, 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.

¹ Both of these communications are available on TINA.org's website, at <https://www.truthinadvertising.org/resorts360-complaint-letter-to-the-bbb/> and <https://www.truthinadvertising.org/wp-content/uploads/2013/10/9.9.13-letter-to-BBB.pdf>.

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.