



July 8, 2014

**VIA OVERNIGHT MAIL**

Vapex, LLC  
4525 S. 2300 E. Ste 100  
Salt Lake City, Utah 84117

Re: Deceptive Advertising by Vapex, LLC

Dear Vapex, LLC,

I am writing to you on behalf of Truth in Advertising, Inc. (TINA.org), a non-profit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. As detailed in the attached letter, we have found that your company, Vapex, LLC (Vapex), is using deceptive marketing tactics in promoting e-cigarette products in an effort to enroll consumers in negative option offers.

TINA.org requests that Vapex cease and desist its deceptive advertising practices. We intend to notify the Federal Trade Commission and the Attorney Generals in Utah and Arizona of our findings, unless, by July 16, 2014, you demonstrate that your company no longer uses these deceptive marketing tactics.

If you have any questions, please feel free to contact me.

Sincerely,

A handwritten signature in blue ink that reads "L Smith".

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

A handwritten signature in blue ink that reads "B-Patten".

Bonnie Patten, Esq.  
Executive Director  
Truth in Advertising, Inc.