

1 FTC, Vemma and I have effectively been found guilty of the FTC charges in the media,
2 which has damaged the company's and my reputation in the industry. Had I been
3 informed about the FTC claims in advance of the issuance of the TRO, I voluntarily
4 would have: (i) disclosed my assets to the FTC (as I have done in compliance with the
5 TRO); (ii) agreed to restrict transfer of my assets; (iii) limited my spending to ordinary
6 and necessary living expenses for my family and myself; (iv) allowed the FTC access to
7 the books and records of Vemma; (v) continued to maintain the books and records of
8 Vemma as they have been maintained for the past 11 years; and (vi) met with and
9 discussed with the FTC concerns over the operation of Vemma, and implemented
10 constructive recommendations to ensure continued compliance by Vemma of the
11 commercial and legal rules and regulations governing direct sales companies.

12 29. Very few direct sales companies can boast over a decade of ongoing and
13 successful business like Vemma can. Few (if any) pyramid schemes in the history of
14 the industry have ever lasted over a decade. Vemma has succeeded for over a decade
15 because of its products, its sales minded associates, and its loyal customers. If Vemma
16 can come back from the harm caused by the abrupt shut down of its business by the
17 Receiver and the negative publicity of the ex parte claims of the FTC, it will be because
18 of the Vemma products and their support by customers around the world.

19 30. After my 21 years of successfully operating as a CEO of two Direct
20 Selling Association (“**DSA**”) member network marketing companies, generating
21 hundreds of local jobs, creating part time incomes for tens of thousands of families
22 around the world - to not even be warned by the FTC of potential problems is
23 unthinkable in this country. To shut down my company worldwide, freeze all my assets
24 and accounts, to label me a flight risk without any basis whatsoever, to destroy my
25 company, my brands and my reputation around the world in the media, should never be
26 allowed to happen before a simple phone call. The damage to families, the damage to
27 my family, and the damage to my reputation cannot be undone. 21 years of very hard
28 work, massive risk taking, and a tremendous amount of commitment deserves better.

1 The very nature of a pyramid scheme is to harm people. Vemma, at its core mission,
2 exists to help people. I know the difference, and I would never engage in the latter.

3 DATED this 10th day of September 2015.
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5 By: B.K. Boreyko
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7 Title: CEO, Vemma Nutrition Company
8 and
9 Vemma International Holdings, Inc.
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