



January 19, 2016

VIA EMAIL

George Callard, General Counsel
Shirley Powell, Chief Communications Officer
The Weather Channel, LLC
300 Interstate North Parkway SE
Atlanta, GA 30339



Re: Deceptive Prevagen Commercials Airing on The Weather Channel

Dear Mr. Callard and Ms. Powell:

It has come to our attention that The Weather Channel is airing ads for Prevagen, an alleged brain supplement that claims the digestion of a synthetically-made protein derived from bioluminescent jellyfish from the Puget Sound can improve memory in 90 days. Such claims are false. Specifically, there is absolutely no competent or reliable scientific evidence to support such an incredible health and treatment claim, which means that Quincy Bioscience LLC, who markets and sells Prevagen, is airing deceptive commercials on your network to the detriment of your viewers.¹

Given The Weather Channel's policy to prohibit any false, misleading, or deceptive advertising claims, we knew that The Weather Channel would want TINA.org to bring this matter to your attention and trust that The Weather Channel will take a closer look at the Prevagen ads.² We are confident that a thorough review of these ads will lead you to the inevitable conclusion that Quincy Bioscience is engaged in clear violations of state and federal advertising laws.

¹ We have put the company on notice and have filed a formal complaint with the Federal Trade Commission based on Quincy's false and deceptive marketing of Prevagen. TINA.org's warning letter to the company is available [here](#), and TINA.org's complaint letter to the FTC is available [here](#).

² The Weather Channel Ad Specs, <http://advertising.weather.com/ad-specs/>.

If you have any questions or would like further information about our investigative findings, please do not hesitate to contact me.

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.
lsmith@truthinadvertising.org

Cc: Mary Engle, Associate Director, Division of Advertising Practices, FTC