



December 12, 2016

**VIA REGULAR MAIL**

Laura Smith Esq.  
Legal Director  
Truth in Advertising, Inc.  
P.O. Box 927  
Madison, CT 06443

Re: Your letter dated November 22, 2016

Dear Ms. Smith,

Thank you for your letter of November 22 regarding Immunocal listings in the Truth in Advertising health claims database. Please be assured that we share your concern in this matter, and we wish to provide the following information regarding the 29 listings you have identified. As you must already know and appreciate, permanent removal of content posted to the Internet is an ongoing challenge.

4 posts were made by individuals who have not been Immunotec distributors for three to eight years. We are attempting to locate them to request removal of the content in question. (Posts 6, 24, 25, and 29)

5 posts have been removed over the last three weeks as a result of our internal compliance monitoring processes. (Posts 2, 10, 14, 15, and 18)

3 posts are in the process of being removed. The individuals are cooperating with our requests, which we will follow up on as per our internal compliance process. (Posts 13, 21, and 23)

3 posts are attributable to an individual who removed the content one year ago at our request. The Website in question has been shut down since January 2016. (Posts 7, 17, and 22)

5 posts are attributable to one individual who was unwilling to remove the content, and as a consequence, we deactivated the account in January 2016. We will continue to seek removal of these posts. (Posts 8, 16, 26, 27, and 28)

8 posts are untraceable at this point. While we continue to look for the source (or sources) of this content, any assistance you could provide to help us identify these URLs would be appreciated. (Posts 3, 4, 5, 9, 11, 12, 19, and 20)

Finally, post number 1 was removed from its originating Website since your November 22 letter. However, as it has been shared many times since its creation in 2003, it may continue to re-surface. Again, if the post reappears, we will work to have it removed.

As part of our internal compliance business processes, we continuously monitor the Internet, remove non-compliant health claims that we locate, follow up actively with individuals who are slow in responding or do not respond at all, and enforce accordingly. Please note that we do not sanction nor tolerate deceptive or inaccurate claims.

I trust this information is useful, and want to again emphasize that we address the issue of non-compliance on an ongoing basis. We would very much appreciate if you could advise us of any non-compliant claims of which you may become aware in the future.

Sincerely,

A handwritten signature in black ink that reads 'Charles L. Orr'.

Charles L. Orr  
CEO  
Immunotec Inc.

Cc: Joseph Mariano, President, Direct Selling Association  
Jared O. Blum, Esq., DSA Code of Ethics Administrator