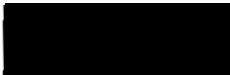


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www.w-wlaw.com

December 8, 2016

VIA US Mail

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

Re: NEFFUL - Alleged Marketing Violations

Dear Ms. Smith:

Our office represents Nefful with certain legal matters and we are writing in response to your letter dated November 22, 2016.

Nefful was not aware of the alleged health claim violations you compiled. Be advised, these postings were created by various customers and/or independent contractors, not the company. To the extent that Nefful is able to identify and locate the individuals that created these postings, Nefful will advise them to remove their posting.

Please feel free to contact us should you have any further concern.

Sincerely,



David VanSambeek, Esq.