

January 17, 2017

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

Dear Ms. Smith:

Thank you for your letter dated November 22, 2016, to Mr. Kerry Asay, Morinda CEO. I am writing on behalf of Mr. Asay and Morinda.

A week before receiving your letter, we became aware of your website and the postings you had listed relating to Morinda and other direct selling companies. We took immediate action to remove the claims that had inadvertently been included on Morinda's corporate website.

We also immediately contacted the independent distributors who had included those health claims on their social media sites or websites to have the postings removed or edited in accordance with FDA and Morinda policies and regulations.

Some of these independent distributors have not been affiliated with Morinda for some time. Not all of these "terminated" distributors have responded, despite our repeated contacts, but we will continue to try to contact them to have them remove their posts. As you can understand, Morinda has does not have the ability to remove personal postings from individuals who are no longer distributors and who are uncooperative.

Despite our best efforts, we have been unable to identify the parties responsible for two of the posts you identified:

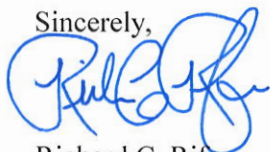
- <https://www.truthinadvertising.org/wp-content/uploads/2016/10/Arthritis-1-mor.mp4>
- <https://www.truthinadvertising.org/wp-content/uploads/2016/10/Cancer-Arthritis-Diabetes-mor.pdf>

Please provide us any additional information you may have with regard to the above two items, so that we can take action to have them removed as well.

Nearly all of the health claims TINA listed have been appropriately edited or deleted. We will continue our efforts to address the remaining claims.

Morinda is committed to appropriately representing its products and to training its independent distributors to do the same.

Sincerely,



Richard C. Rife
Vice President & General Counsel

cc: Joseph Mariano, President, DSA
Jared O. Blum, DSA Code of Ethics Administrator



MORINDA