



January 9, 2017

VIA EMAIL

Ruth Levenson, Vice President
Maryana DeZarlo, Director
FBC Broadcast Standards and Practices
1211 Avenue of the Americas, 28th Floor
New York, NY 10036



Re: Deceptive Prevagen Commercials Airing on FOX

Dear Ms. Levenson and Ms. DeZarlo:

Last January, I wrote to you to notify FOX of a false and deceptive advertising campaign for the supplement Prevagen (owned by Quincy Bioscience LLC) airing on your network. That letter is attached for your reference.

I am now writing to you to inform you that the Federal Trade Commission and New York State Attorney General jointly filed a lawsuit in New York federal court against Quincy Bioscience for its false advertising of Prevagen. The complaint is attached.

In light of today's filing, we trust FOX will now cease airing what New York Attorney General Eric Schneiderman has called "[clear-cut fraud](#)."

If you have any questions or need any other information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink that reads "Smith".

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.
lsmith@truthinadvertising.org