



January 9, 2017

VIA EMAIL

Kimberley D. Harris, General Counsel
Linda Yaccarino, President, Advertising Sales
NBCUniversal
30 Rockefeller Plaza
New York, NY 10112



Re: Deceptive Prevagen Commercials Airing on NBC

Dear Ms. Harris and Ms. Yaccarino:

Last January, I wrote to you to notify NBC 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 NBC 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 "L. Smith".

Laura Smith, Esq.
Legal Director
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