



TOUCHSTONE CRYSTAL
BY SWAROVSKI

February 20, 2018

Via Federal Express

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

Re: Marketing for Touchstone Crystal, Inc. Business Opportunity

Dear Ms. Smith

Please allow this letter to serve as our response to your letter dated December 18, 2017. Touchstone Crystal, Inc. ("**Touchstone**") appreciates Truth in Advertising, Inc.'s concerns and agrees that income claims must be accurate or have the risk of causing harm to consumers. Touchstone prides itself on being a good corporate citizen, and as such, Touchstone is committed to ensuring that any unsubstantiated or otherwise inappropriate income claims are taken down, and that no future inappropriate claims are made. Touchstone is currently in the process of reviewing its consultants' social media pages and providing training to its consultant field with respect to making appropriate posts about their Touchstone businesses. Touchstone welcomes any further information regarding your review of Touchstone marketing materials, and requests that any such information be directed to Robin Ehrenzweig, Touchstone's Manager of Customer Support and Operations, at robin.ehrenzweig@touchstonecrystal.com.

If you require any further clarifications, or have any questions, please do not hesitate to contact Robin Ehrenzweig at the aforementioned email address.

Kind regards,

A handwritten signature in cursive script that reads "Elizabeth A. DiPaolo".

Elizabeth DiPaolo
Managing Director