



**BACARDI U.S.A., INC.**

April 5, 2018

**VIA EMAIL & OVERNIGHT DELIVERY**

Ms. Laura Smith  
Truth In Advertising, Inc.

[REDACTED]  
[REDACTED]

**Re: Deceptive Advertising by DJ Khaled, Diageo, Bacardi, and Sovereign Brands**

Dear Ms. Smith:

Thank you for bringing Mr. Khaled's social media posts to our attention. Bacardi takes its responsibilities as an advertiser very seriously.

Although a few of the posts in your letter may reference the D'USSE brand, Bacardi has never had an agreement with Mr. Khaled to promote the D'USSE brand. We did not ask or pay Mr. Khaled to make any social media posts featuring the D'USSE brand, nor did we authorize or approve any of the posts you noted in your letter.

We reached out to Mr. Khaled and requested that he remove any posts featuring the D'USSE brand and they have been removed. We hope this addresses your concerns.

Best regards,

A handwritten signature in blue ink that reads "Marlene Gordon" with a small "MG" monogram at the end.

Marlene Gordon  
VP, General Counsel