

Via Electronic Mail and Regular Mail

October 30, 2018

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

Re: Seattle Cancer Care Alliance

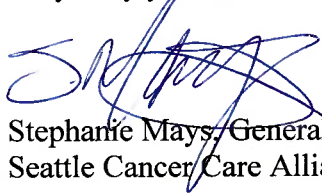
Dear Ms. Smith:

On behalf of the Seattle Cancer Care Alliance ("SCCA"), thank you for raising the concerns set forth in your letter of October 22, 2018 regarding SCCA's use of patient testimonials.

As the only National Cancer Institute-designated comprehensive cancer hospital in the Pacific Northwest, SCCA places patients' trust and experience at the forefront of its nonprofit mission. To that end, SCCA takes seriously its commitment to ensuring that all of its communications are truthful, non-misleading, and compliant with the law.

The website testimonials cited by your organization accurately reflect the experience of those SCCA's patients. Because of the unique and personal nature of the stories told by those patients, we do not believe those stories convey a message that their experience is typical. Nevertheless, we value your input and will carefully review the testimonials, making any changes that we deem appropriate.

Very truly yours,



Stephanie Mays, General Counsel
Seattle Cancer Care Alliance