

December 20, 2018

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

Re: October 22, 2018 letter regarding 21st Century Oncology, LLC

Dear Ms. Smith:

Thank you for your letter of October 22, 2018 regarding three of 21st Century Oncology's patients recounting their experiences with our company. We have viewed the videos you have posted on your website. 21st Century Oncology asserts that the statements made by the patients, in their own words, do not mislead or constitute false advertising.

Each patient described their own personal experience going through their cancer journey. The patients reference that the physicians and staff at 21st Century are knowledgeable and approachable and they each had a good experience with our company. There is no representation made that there is cure for cancer or a guaranteed outcome. There is no statement indicating that any person viewing the video would have the same results as the patients shown.

The patients are simply providing positive messages to other potential patients not to give up, to learn about the treatments available to them and to keep hope. One patient affirmatively states that 21st Century is quick to tell you that they cannot guarantee a cure. One patient provided valuable insight to others to seek the care of an oncology nutritionist to ensure adequate nutrition during treatment.

These messages provide education to the public about the various procedures available in cancer treatment, what they can expect as they go through treatment, and encourage them to not give up and to participate in their health care. None of this constitutes false advertising.

We ask that you remove 21st Century Oncology's page on your website in addition to the videos you have posted. Your assertions against our organization are not accurate.

Sincerely,



Margaret Bergin
Senior Associate General Counsel and VP Risk Management