



Jessica Marquez
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February 27, 2024

VIA EMAIL: lsmith@truthinadvertising.org
ORIGINAL TO FOLLOW VIA U.S. MAIL

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

RE: Truth in Advertising Communication dated February 14, 2024

Dear Ms. Smith:

We have received your letter dated February 14, 2024. Thank you for your concerns regarding the need to protect consumers from improper income claims. We take the allegations presented seriously and have taken immediate action to review and address the claims.

Hy Cite recognizes the importance of providing consumers and potential distributors with accurate information of the business opportunity offered to become a Royal Prestige brand independent distributor. Hy Cite's success over the last 65 years has come from its ability to provide consumers with high quality products and to provide a demonstrated business opportunity to its independent distributors.

Please feel free to contact me if you have any additional questions or concerns.

Sincerely,

HY CITE ENTERPRISES, LLC
Jessica Marquez
Chief Legal Officer