



July 8, 2014

VIA OVERNIGHT MAIL

Steve Miller, Principal
Vapex
4525 S. 2300 E. Ste 100
Holladay, Utah 84117

Re: Deceptive Advertising by Vapex, LLC

Dear Mr. Miller,

I am writing to you on behalf of Truth in Advertising, Inc. (TINA.org), a non-profit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. As detailed in the attached letter, we have found that your company, Vapex, LLC (Vapex), is using deceptive marketing tactics in promoting e-cigarette products in an effort to enroll consumers in negative option offers.

TINA.org requests that Vapex cease and desist its deceptive advertising practices. We intend to notify the Federal Trade Commission and the Attorney Generals in Utah and Arizona of our findings, unless, by July 16, 2014, you demonstrate that your company no longer uses these deceptive marketing tactics.

If you have any questions, please feel free to contact me.

Sincerely,

A handwritten signature in blue ink that reads "L Smith".

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.

A handwritten signature in blue ink that reads "B-Patten".

Bonnie Patten, Esq.
Executive Director
Truth in Advertising, Inc.