

ALSTON & BIRD

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Jeffrey E. Tsai
Partner

May 2, 2016

CONFIDENTIAL
VIA EMAIL AND U.S. MAIL

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

Re: April 29, 2016, Letter to Adore Me, Inc.

Dear Ms. Smith:

Thank you for your April 29, 2016, letter to Adore Me, Inc. On behalf of the company, I would like to take this opportunity to respond.

As an initial matter, Adore Me is committed to offering top-quality women's clothing at lower prices than its industry competitors. That approach requires a committed focus to quality customer service. Customer service has been a critical priority for Adore Me. While still a small company, Adore Me's growth and brand loyalty reflect the value that the business brings to the marketplace. As a result, Adore Me continually works hard to develop effective processes to act responsively and fairly to customer needs—whether it is assistance with product choices, refunds, returns, the VIP Membership program, or anything else in between. Since this young start-up opened for business less than five years ago, Adore Me has continuously adopted advancements to customer service and the VIP Membership program—all with an eye to making its products better, its customers satisfied, and its program and prices competitive.

Adore Me strongly disagrees with your characterization of its marketing and business practices as “deceptive” and “illegal.” Your letter contains a number of factual inaccuracies, which the company would welcome an opportunity to discuss with you. Adore Me would also like to invite you for a meeting so it can listen to your concerns, and you can learn more about the company's business, operations, and mission.

Laura Smith
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I am happy to talk with you about potential dates for a meeting. The company looks forward to working with your organization.

Sincerely,

FOR ADORE ME, INC.

A handwritten signature in blue ink, appearing to read "Jeffrey E. Tsai". The signature is stylized and fluid, with the first name being the most prominent.

Jeffrey E. Tsai

cc: Morgan Herman-Waiche, CEO, Adore Me, Inc.
Matthew Hedstrom, Partner, Alston & Bird LLP