



June 21, 2016

Via email and overnight courier

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

Dear Ms. Smith:

The following provides an update as to the status of the 4Life claims that you referenced on your website. As noted in my letter of June 14, 2016, the claims referenced on your website can be attributed to 59 unique distributors or individuals. The following is the status of the 59 unique distributors or individuals of our review as of today:

- 1) 4Life identified 29 distributors who made claims. As of today, all 29 of the distributor claims have been removed.
- 2) The remaining 30 individuals noted could not be identified as having a current business relationship with 4Life. The following describes the status of these 30 individuals:
 - a. 15 are from former distributors who have terminated their distributorships with 4Life and who no longer maintain a business relationship with the company. Even though they are no longer 4Life distributors, we have contacted these individuals and five of them have removed the claims.
 - b. Four are posts on public websites, such as WebMD and Amazon, where we don't know who is making the post. We contacted the public websites to remove these posts and three of these claims have been removed.
 - c. Four are posts that are on what appear to be non-profit organization websites, such as anti-cancer organizations, where comments about 4Life products have been made. We have reached out to the sites and two of the posts have been removed.
 - d. Seven are from individuals that we are unable to identify. A number of these are from sites such as Facebook and YouTube where identification of the individuals can be difficult.

In summary, 100% of the distributors who had claims posted that were noted on your website have removed them. We will continue to work with the other parties who don't have a business relationship with 4Life in an effort to get their claims removed.

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Page 2 of 2

4Life recognizes that distributor compliance with such matters is an ongoing and continual process which we take very seriously. 4Life will continue to monitor, investigate and pursue inappropriate distributor claims, as well as provide ongoing education to our distributors to assist them in compliance. Should you become aware of any additional instances of potential non-compliance, we would appreciate you forwarding them to us.

Sincerely,

A handwritten signature in blue ink, appearing to read "S D Tew", with a stylized flourish extending to the right.

Steven D. Tew
President and CEO