

## **Plexus' Oct. 26, 2016 statement to TINA.org**

Plexus Worldwide is proud of its efforts to encourage self-checks in hopes of early detection of breast cancer through our Chek It America campaign.

Plexus talked with American Cancer Society (ACS) again today and confirmed that both sides are continuing to work together and Plexus is holding a walk with approximately 2500 Ambassadors on Saturday to raise money for ACS.

Plexus has never inferred there is a product endorsement by ACS, nor has Plexus ever stated, promoted or encouraged our Ambassadors to say that we are partners.

The only reference to us partnering was in an ACS approved page on their Corporate website and can be found at: [http://makingstrides.acsevents.org/site/TR?company\\_id=231855&pg=national\\_company](http://makingstrides.acsevents.org/site/TR?company_id=231855&pg=national_company). This was coordinated by the Arizona office and approved by the Corporate office. Even today they confirmed that the wording is approved and does not need to be changed. The company never made any reference to partnering with ACS whatsoever.

Forwarded is a copy of the press release (plus some photos) sent to the Direct Selling News and other media, and you can see Plexus never claimed a partnership with ACS. The word partner used in their article was theirs, not ours. We do reference teaming up to raise awareness, but never a partnership.

We did not authorize our Ambassadors to use the video of the product appearing on "The Doctors" TV show. Plexus confirmed with the show that we respect their intellectual property, and we have been instructing any Ambassador that is using it to cease and desist.

Finally, Plexus has never claimed that the Breast Chek Kit is FDA approved, hence no need for such a classification. Further, on the box it directly states: *The Breast Chek Aid makes no claims that, even with its use, breast cancer, breast lumps, or other breast diseases will be found. It should be used in conjunction with regular clinical breast examinations and mammograms as advised by your physician.* If an independent Ambassador claimed it was FDA approved then they are out of compliance and the company would immediately instruct them to cease and desist.