



January 9, 2017

VIA EMAIL

James D. Temmer
President, Chief Executive Officer
BBB of Wisconsin
10019 W. Greenfield Ave.
Milwaukee, WI 53214
[REDACTED]

Re: BBB's A+ Rating of Quincy Bioscience LLC

Dear Mr. Temmer:

Last January, I wrote to your predecessor, Mr. Hoth, to notify the BBB of a false and deceptive advertising campaign being run Quincy Bioscience LLC, a Wisconsin company that has an A+ rating with the BBB. That letter is attached for your reference.

I am now writing to you to inform you that the Federal Trade Commission and New York State Attorney General jointly filed a lawsuit in New York federal court against Quincy Bioscience for its false advertising of Prevagen. The complaint is attached.

In light of today's filing, we trust the BBB will now reevaluate its rating of Quincy Bioscience, which is conducting what New York Attorney General Eric Schneiderman has called "[clear-cut fraud](#)."

If you have any questions or need any other information, please do not hesitate to contact me.

Sincerely,

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

Laura Smith, Esq.
Legal Director
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