



January 9, 2017

VIA EMAIL

Louise Sams, General Counsel
Liz Randall, Commercial Clearance Director
Turner Broadcasting System, Inc.
One CNN Center
Atlanta, GA 30303



Re: Deceptive Prevagen Commercials Airing on TBS networks

Dear Ms. Sams and Ms. Randall:

Last January, I wrote to you to notify Turner Broadcasting System (TBS) of a false and deceptive advertising campaign for the supplement Prevagen (owned by Quincy Bioscience LLC) airing on your networks. 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 TBS will now cease airing 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
Truth in Advertising, Inc.
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