



DealDash, Inc.

Fri, Jun 2, 2017 at 4:21 PM

To: "lsmith@truthinadvertising.org" <lsmith@truthinadvertising.org>

Cc: [REDACTED]


Dear Ms. Smith –

On behalf of our client DealDash, Inc., please find attached a letter from my partner, Susan Pravda, responding to your letter to Mr. Pasi Lohi dated May 25, 2017. A hard copy of the letter will follow.

We would be very happy to follow up if you or your organization would like to begin a dialogue regarding DealDash's activities in the marketplace.

Sincerely yours,
Michael Tuteur

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June 1, 2017

Via E-Mail and U.S. Mail

Laura Smith, Esq.
Legal Director
Truth In Advertising, Inc.
P.O. Box 927
Madison, CT 06443
lsmith@truthinadvertising.org

Re: DealDash, Inc.

Dear Ms. Smith:

I write on behalf of DealDash, Inc. in response to the concerns raised in your May 25, 2017 letter. While your letter implies that TINA has already completed its assessment of DealDash's business practices, I write in order to provide you with additional information, in the hopes of starting a dialogue.

DealDash was founded almost a decade ago by a young man who has been recognized by Ernst & Young as one of Finland's most promising entrepreneurs. Its business model provides valuable services to both 1) businesses seeking to distribute excess inventory of high-quality products without the need to discount retail pricing, and 2) customers interested in acquiring such high-quality products at below-retail prices through the entertaining experience of an online auction.

DealDash auctions operate according to clear, standardized rules and procedures that are readily disclosed on its website. Customers interested in learning about the auction rules can visit the "How it works" page on its website: <https://www.dealdash.com/help/how-it-works>. DealDash also provides customers with information about auction strategies that others have found helpful on the "Tips & Tricks" page on its website: <https://www.dealdash.com/help/tips-and-tricks>. These webpages are written in easy-to-follow language so that DealDash's rules are accessible and understandable. Customers can also learn more information about DealDash's auction rules and through DealDash's Terms of Use, which are available on its website: <https://www.dealdash.com/terms-of-use>.

In order to make sure that customers are enjoying their auction experience, DealDash offers a 100% money-back guarantee on every customer's first bidpack purchase with no questions asked, so DealDash customers can participate in live DealDash auctions to gain first-hand experience with how they operate at no financial risk. Unlike many other auction sites, customers who buy products and are later dissatisfied may also return the products to DealDash for a full refund.

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Laura Smith, Esq.

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DealDash does not have an ownership interest in any products that are advertised and auctioned on DealDash.com. You might be referring to Galton Voysey, which is a completely separate business with a completely separate corporate structure that does not belong in the DealDash Oyj structure. It was separately incorporated in 2015 in Hong Kong and lead by French CEO Marine Aubrée Antikainen. Galton Voysey and DealDash both have their own entirely dedicated management teams, board of advisors and business models. They work completely on an arms length basis with negotiations taking place with each other in a professional and arms length manner. DealDash sells thousands of unique products, a significant share of them coming through their relationship with Sears and Walmart.

DealDash is proud that it has been recognized by the Better Business Bureau with an A+ rating, and is highly rated by its customers on independent rating services like Facebook (4.3 out of 5 stars), TrustPilot (9.1 out of 10 stars), and SiteJabber (84% positive reviews).

DealDash's auctions are also not a "form of gambling," as your letter suggests. As with a "traditional" auction conducted in person by an auctioneer, the outcome of any DealDash auction is not based on chance, but is completely determined by the willingness of participants to bid on the item: whoever chooses to place the highest bid always wins. DealDash also offers a unique feature called "Buy-it-Now," which allows customers participating in an auction to purchase the item outright for the list price and have all bids previously placed in the auction returned to his or her account.

We hope that this letter answers the concerns raised in your letter. If you have additional questions, DealDash is happy to have a further dialogue with TINA and would be willing to meet with you and/or your colleagues face-to-face in order to discuss DealDash's business and the procedures that it has in place. If you do have remaining questions or concerns, we are certainly willing to facilitate this further dialogue between TINA and DealDash.

Very truly yours,



Susan E. Pravda

SEP/arw

cc: Pasi Lohi (via e-mail)