

October 16, 2020

Via Email Delivery (lsmith@truthinadvertising.org)

Truth In Advertising, Inc.
Attn: Laura Smith, Esq.
Post Office Box 927
Madison, CT 06443

RE: Illegal Income Claims by Market America

Dear Ms. Smith:

Thank you for sharing your concerns with outside counsel for the company. Please be advised that many of the issues that you reference in your October 8, 2020 letter, and that appear in your "Market America Database" <https://www.truthinadvertising.org/market-america-database>, relate to dated material or currently inactive webpages.

Market America is committed to ensuring that claims made by the company and its independent distributors are truthful and non-misleading. Toward this end, the company is a supporter of industry self-regulation and the efforts of the Direct Selling Self-Regulatory Council (DSSRC).

Your October 8 letter states a possible intention to notify the DSSRC. We respectfully urge you to ensure that any claims listed are active and up-to-date and are confident you will conclude that a referral is unnecessary. Should you continue to have concerns about the marketing practices of Market America or its independent distributors, we encourage you to forward those concerns to the DSSRC. We will cooperate and respond fully to any inquiry that the DSSRC may initiate.

On behalf of Market America, thank you for your consideration.

Sincerely,



Elizabeth Long Boyer
Assistant General Counsel
Director of Global Field Compliance