

**ATTACHMENT B**  
**(To be printed on Stipulating Defendant's Letterhead)**

BY FIRST CLASS MAIL, RETURN RECEIPT REQUESTED

[DATE]

Dear [name of media placement company, broadcasting company, or other entity or individual used to place television, radio, print, or on-line advertisements for any Target Product between September 30, 2004, and the date of entry of Order]:

Our records indicate that you placed one or more television, radio, print, or on-line advertisements for CortiSlim or CortiStress [or another Target Product, if applicable] between September 30, 2004, and [date of entry of this Order] at the request of or on behalf of Pinnacle Marketing Concepts, Inc. and Thomas Cheng.

This letter is to inform you that Pinnacle Marketing Concepts, Inc. and Thomas Cheng recently settled a civil dispute with the Federal Trade Commission relating to their role in marketing CortiStress and CortiSlim. Among other things, we have agreed to notify all media placement company, broadcasting company, or other entities or individuals that we used to place television, radio, print, or on-line advertisements for CortiSlim or Cortistress [or another Target Product, if applicable] between September 30, 2004, and [date of entry of Order] of the settlement.

In its complaint, the FTC alleged that 1) advertisements for CortiSlim made the following false or unsubstantiated claims:

- a) CortiSlim causes weight loss of 10 to 50 pounds or more for virtually all users;
- b) CortiSlim causes users to lose as much as 4 to 10 pounds per week over multiple weeks;
- c) CortiSlim causes users to lose weight specifically from the abdomen, stomach, and thighs;
- d) CortiSlim causes rapid and substantial weight loss;
- e) CortiSlim causes long-term or permanent weight loss;
- f) The efficacy of CortiSlim and all its ingredients is demonstrated by over 15 years of scientific research; and

g) CortiSlim causes weight loss;  
and 2) that advertisements for CortiStress made false or unsubstantiated claims that taking the recommended daily dosage of CortiStress will reduce the risk of or prevent conditions such as osteoporosis, obesity, diabetes, Alzheimers' disease, cancer, and cardiovascular disease.

Pinnacle Marketing Concepts, Inc. and Thomas Cheng deny the FTC's allegations and do not admit to any wrongdoing or violation of law. Nonetheless, in order to resolve this matter, we have agreed not to make the challenged claims. Accordingly, we must therefore request that all media placement company, broadcasting company, or other entities or individuals that we used to place television, radio, print, or on-line advertisements for CortiSlim or Cortistress [or another Target Product, if applicable] between September 30, 2004, and [date of entry of Order] stop using or distributing advertisements containing the claims challenged by the FTC. If you fail to do so, we will no longer be able to do business with you.

This letter has been provided for your files. If you have any questions or if you want a copy of the FTC order, please contact [insert name and telephone number of Defendants' contact].

---

Pinnacle Marketing Concepts, Inc.  
Thomas Cheng, President