

ATTACHMENT A

[insert date]

Dear Prince Lionheart Customer,

This letter is to inform you that Prince Lionheart, Inc., recently settled a dispute with the Federal Trade Commission regarding advertising for our Electronic Mosquito Repeller, known as the “Love Bug.” The FTC complaint alleged that certain claims for this product are false and that we do not have a reasonable basis to substantiate the claims. Under the terms of the Stipulated Final Order that we have agreed to, we can no longer represent that:

- A. this product repels mosquitoes from a baby or any person;
- B. this product is an effective alternative to the use of chemical products formulated to repel mosquitoes; or
- C. use of this product protects babies or other persons against contracting the West Nile virus,

unless we can establish that the representation is true and supported by competent and reliable scientific evidence. Accordingly, we must instruct you to stop using advertising or promotional materials that make any of the representations prohibited by the settlement.

Sincerely yours,

Thomas E. McConnell
President
Prince Lionheart, Inc.