

According to the complaint filed in their names, Debra and Robert Ponzi claim that DirectBuy members save less on merchandise purchases than DirectBuy advertises. DirectBuy not only flatly denies that, but also unequivocally denies that it does, or at any time has ever received any illegal or improper “kickback” of any kind, as the complaint falsely asserts. The allegations of this complaint are completely and entirely unfounded. Both WCVB-TV and your viewers must keep clearly in mind that all it takes to get a supposed class action like the *Debra Ponzi* case on file is a lawyer with a \$350 filing fee, the name of someone willing to be a plaintiff, and the possibility of sizeable legal fees.

Here, although the complaint alleges insufficient savings at DirectBuy, responsible journalism on your part dictates that you inform your viewers that Mr. and Mrs. Ponzi have ***never made a single purchase through DirectBuy***. They therefore are in no position to comment on—let alone file a suit over—the tremendous value that DirectBuy, now in its 38th year of business, delivers to its hundreds of thousands of members every day. What this situation boils down to is that two consumers took out a buyers club membership so they could save money on purchases, yet they never purchased anything and never voiced any dissatisfaction with their membership to DirectBuy, but now complain in a federal lawsuit about the savings they feel they did not receive on purchases they never made. Talk about a transparent, misguided strike suit! DirectBuy welcomes the chance to put these claims to rest, just as it has defeated similar claims in the past, like the virtually indistinguishable consumer class action complaint thrown out by the U.S. District Court in Chicago and affirmed by the United States Court of Appeals in October, 2000.

Lawsuits like these are an unfortunate component of any successful business in America, and DirectBuy is certainly successful. As one major retailer after another closes its doors or files

for bankruptcy protection, DirectBuy is enjoying unprecedented merchandise volume growth (up 13% over last year) as its hundreds of thousands of members continue purchasing hundreds of millions of dollars of quality products from over 700 of the most familiar top name-brands in home furnishings, home improvement, flooring, entertainment and outdoor, and accessories. Membership renewal rates are at an all-time high.

We continually receive testimonials from our members throughout the United States and Canada, who are thrilled with the savings, service, and selection they experience at DirectBuy (www.directbuyreviews.com). And even though we know our members are happy, we're always striving to improve. DirectBuy recently partnered with Maritz, a global leader in customer service, to enhance all aspects of our customer service and member satisfaction.

By working with Maritz, we'll be able to successfully drive higher levels of member satisfaction by meeting and exceeding our members' expectations. With the help of Maritz, DirectBuy will continue its 37-year tradition of maintaining a well-trusted, well-recognized brand that continually delivers unparalleled savings, selection and customer service.

Responsible journalism also requires that you be sure to inform your viewers that even after their lawyers filed this complaint baselessly accusing DirectBuy of nothing short of fraud, Mr. and Mrs. Ponzi have continued making full, timely payments to preserve their DirectBuy membership. Contrary to their lawyers' allegations, Mr. and Mrs. Ponzi obviously appreciate the compelling value proposition that gives so many hundreds of thousands of North American families the ability to realize their dreams through DirectBuy's unique insider access to better living. Otherwise, why would they keep on paying on their DirectBuy membership if they really believed the terrible but untrue things their lawyers allege?

We at DirectBuy are proud of all we have accomplished for countless families all across

North America. We offer a unique and time-tested method for our members to enjoy a better standard of living by the outstanding savings we offer. We are disappointed that Mr. and Mrs. Ponzi have chosen a lawsuit as their path, but we have no doubt of any kind that we will prevail.

We hope that if you decide in light of all the above to run a story on the pending suit, your presentation will be fair and balanced, as your viewers deserve.