

## **Roca Labs, Inc. Legal Dept.**

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June 11, 1014

PissedConsumer.com  
Media Relations  
Attn: Site Administrator  
500 Westover Dr. #1942  
Sandford NC 27330

Via email to: [admin@pissedconsumer.com](mailto:admin@pissedconsumer.com)

**RE:** False and defamatory statements made by John Does to PissedConsumer.com regarding Roca Labs Inc.

Dear Sir/Madam:

We represent Roca Labs Inc, (hereinafter referred to as "Roca Labs") in connection with the above-referenced matter. PissedConsumer.com, its directors, officers, agents, employees and posters (collectively, "John Doe") are hereby warned and notified to **CEASE AND DESIST** publicizing false and defamatory statements regarding Roca Labs Inc. and its ongoing matters with certain John Does, and to immediately remove such statements from your website.

Roca Labs strives to be completely transparent to its customers. Nothing is hidden; everything is explained on the website and in the terms and conditions. No customer has ever accused Roca Labs of violating the terms and conditions of purchase or any policy or law.

Roca Labs does everything it promises to its customers. Customers are given 24 hours to cancel an order, after which the order is shipped and not returnable. Customers are given rebates for success and product discounts (*legal consideration*) in return for their promise to report complaints only to Roca Labs.

In other words, Roca Labs goes far above and beyond the norm to ensure that the terms and conditions are clear and that the customers see them. In fact, customers are practically forced to read them. That is intentional, of course, with the desired effect being to avoid consumer complaints.

We must inform you that Roca Labs enters into a contract with all of its "consumers." Pursuant to Section 5 of said contract, the consumers agreed they **WILL NOT** speak, publish, print, blog or write negatively about Roca Labs or its products in any forum. Thus, one of the following is true:

1. PissedConsumer.com is allowing content to be posted on their site that they know is false and defamatory (since true consumers would not post on your site breaching their contract with Roca Labs);
2. PissedConsumer.com is interfering with a contractual relationship (helping consumers breach their agreement); or
3. PissedConsumer.com is itself posting the defamatory statements in order to generate advertising and web traffick.

Please be advised that if PissedConsumer.com does not remove the defamatory statements directed to Roca Labs and its products within 5 days of this letter, Roca Labs will file a lawsuit for its damages and for injunctive relief. Roca Labs estimates its damages to be in excess of \$1,000,000.00 dollars. In addition, please consider this letter as official notice of Roca Labs contractual relationship with its consumers and any postings allowed to remain, or new posting allowed on the PissedConsumer.com website of a Roca Labs consumer, shall be considered tortious interference and will result in additional damages caused by PissedConsumer.com.

If Roca Labs is forced to commence a lawsuit against in order to stop continued false and defamatory statements posted on your site, be advised that Roca Labs will seek legal remedies available, including but not limited to, recovery of all attorneys' fee, if applicable, court costs, punitive damages for Pissed Consumer intentional torts, and injunctive relief. While we certainly hope this is not necessary, we are prepared to pursue whatever avenues are necessary on behalf of our client to stop the continued false and defamatory statements made against Roca Labs by John Does.

**GOVERN YOURSELF ACCORDINGLY**

Sincerely,

Sharon King  
Paralegal  
Roca Labs Inc.

cc: Whitney Coyne, Esq