

Hello Chris,

My name is Weronika Cwir and I represent Cash4Gold. I couldn't find another email for you, thus this facebook message...

I am writing to alert you that a posting on your Marketing + Branding + Design blog contains false and defamatory information, and to request that you immediately remove the entry from your site.

The statements by a former short-term employee terminated by the company are malicious in intent. The posting contains numerous errors, misrepresentations and deliberate lies that clearly constitute defamatory statements regarding Cash4Gold and its senior executives.

We are not objecting to statements of opinion. However, when a blog posting claims to state facts as a matter of authority, and those facts are demonstrably false and damaging, that crosses legal boundaries. Sites hosting such statements, after being informed of the falsehoods, bear the same liability for defamation as the author.

Virtually every point made by the author of the posting is false or misleading. Following is a list of some of those statements:

- 1) It is false to claim there is a Cash4Gold “scam.” Furthermore, no employee is ever taught such a “scam.”
- 2) It is false to claim that the company insures the refiner’s pack “according to how much they feel your items are worth.” In fact, the insurance on the refiner’s pack is provided free of charge by the company and is not based on any assessment by the company of the value of the items being sent. (How could the company evaluate items before they are received?)
- 3) It is false to claim that the company doesn’t tell customers when their pack is received. In fact, the company immediately tracks items received and there is no delay in so informing those who inquire.
- 4) It is false to suggest the company uses inappropriate or insufficient methods for evaluating jewelry. In fact, Cash4Gold uses state-of-the-art equipment and techniques to evaluate precious metals. The methods used are well-known among jewelry experts and Cash4Gold’s proprietary standards far exceed those of competitors.
- 5) It is false to claim that the company’s site has been closed for “health” violations. In fact, the refinery and testing facility are A-rated by OSHA for being safe environments.
- 6) It is false to claim that checks are dated 3-4 days before they are sent out. In fact, as an internal audit recently confirmed, checks are dated the same day they are sent out.
- 7) It is false to claim the company shortcuts the 10-day period for customers to ask for their items back. In fact, the company makes it very easy to ask for the return of materials – by phone, e-mail or mail – and holds items for an extra 5 days beyond the 10 to accommodate such requests. This is supported by the fact that very few customers complain that they missed the time period cutoff.
- 8) It is false to claim that it is difficult for customers to get through to the company’s

customer service representatives. In fact, the company has invested significant resources in customer service and has call metrics consistent with industry standards. Nine out of 10 calls are answered within one minute and anyone making even a modest effort to reach customer service will have no problems.

9) It is false to claim that “97% of the time customers are outraged” by the amount offered. In fact, quite the opposite is true. More than 93% of customers cash the Cash4Gold check and are satisfied with the transaction.

10) It is false, insupportable and abhorrent to claim that the company has ever denied receiving an item so that top executives can “get first dibs.” This is tantamount to an accusation of theft and we would encourage anyone with evidence of such a crime to report it to the police. It is simply false, defamatory and irresponsible to make such a claim.

There are clear facts and documents related to these matters and this list does not include every falsehood in the posting.

Thank you for your prompt attention to this matter. I look forward to hearing back from you with regard to immediate steps you are taking to remove this defamatory content from your site.

Regards,

Weronika

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