



February 15, 2016



Travis Boulware
c/o Boulevard Endeavors LLC



Dear Mr. Boulware:

I write on behalf of True Health Diagnostics LLC (“True Health”). It has come to True Health’s attention that you and Boulevard Endeavors LLC (collectively “Boulevard”) have made representations to health care professionals that “lab investment opportunities” are available through, and in connection with, True Health. A copy of one such email recently discovered is attached as Exhibit A.

First and foremost, your statements are false. True Health does not provide, and has never provided any alleged “investment opportunities” to physicians or health care professionals under any circumstances. True Health categorically rejects the idea that physicians should be presented with revenue opportunities by clinical laboratories, or that healthcare providers should choose and refer services to clinical laboratories on that basis. In a relatively short period of time, True Health has established a world-class compliance program, and its business practices are consistent with regulations established by the governing federal and state agencies.

In addition to the fact that your statements about True Health are false, you are not an employee, agent or in any way authorized to act on True Health’s behalf. Likewise, no contract or other agreement exists between Boulevard, or any agent of Boulevard, and True Health. True Health has not authorized, and explicitly does not authorize, Boulevard to speak or act on True Health’s behalf. To be absolutely clear, under no circumstances are you or Boulevard permitted to represent to others that you are acting on behalf of, or in conjunction with, True Health.

Consequently, your use of any True Health trademark, including by using the True Health mark with Boulevard marketing materials or by disseminating True Health documents in connection with Boulevard’s communications with health care professionals, is also unauthorized and constitutes trademark infringement.

True Health is prepared to, and has authorized me, to take whatever legal action is necessary to protect True Health’s reputation and to immediately stop further dissemination of any false and misleading statements about True Health’s business practices or non-existent

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affiliation with you or Boulevard. Accordingly, in order to avoid any further legal action, True Health demands that you and Boulevard immediately cease and desist from (1) representing or implying that you and Boulevard are in any way affiliated with True Health, (2) using or disseminating materials with the True Health mark, and (3) suggesting or representing to health care professionals that True Health services are offered in connection with revenue opportunities for them, including but not limited to the representations made in the attached Exhibit A.

Your attention and response is demanded no later than February 19, 2016.

Sincerely,

[REDACTED]

[REDACTED]

Enclosure

[REDACTED]