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December 11, 2009

VIA CERTIFIED MAIL – RETURN RECEIPT REQUESTED
and via electronic submission to www.cookie diet.com

Dr. Sanford Siegal o/b/o
Dr. Siegal's Direct Nutritionals, LLC / Dr. Siegal's Cookie Diet
10661 N Kendall Dr, Suite 108
Miami, FL 33176

Re: Kim Kardashian – Unauthorized Endorsement

Dr. Siegal:

This firm represents Kim Kardashian. It has come to our attention that Ms. Kardashian is being misrepresented as a user of the product "Dr. Siegal's Cookie Diet" (the "Product"). A hyperlink (the "Link") with the title *Kim and Khloe Kardashian, Jessica Simpson, and Denise Richards lose weight with Cookie Diet* is listed at <http://www.cookie diet.com/news/>.

Please be advised that our client has never used the Product and no right has been granted to you whatsoever to use our client's name in connection with the advertising, publicity, or sale of the Product. The inclusion of the Link is misleading and creates the false impression that our client is a celebrity endorser of the Product. Due to the reckless nature in which our client's name is featured on your website as a user of the Product, our client is exposed to potential liability under the Federal Trade Commission "Guides Concerning the Use of Endorsements and Testimonials in Advertising" (16 CFR Part 255). Additionally, our client is a paid spokesperson for Quick Trim, the implication that she is endorsing a competing diet product puts her at substantial risk of losing her endorsement.

Based on the foregoing, we hereby demand, on behalf of our client, that you immediately remove the Link and cease and desist from any further use of our client's name in any and all media in connection with the Product, including, without limitation, in spoken interviews and social networking sites (e.g., Twitter). We further demand that you clearly and unequivocally state that our client is not in any way associated with the Product via a written statement on the front page of the Cookie Diet website.

If you fail to comply with the aforesaid demands, then please be advised that our client has authorized us to take any and all action necessary or appropriate in the circumstances to vigorously enforce our client's rights and remedies at law or in equity. Without limiting the foregoing, to the extent you have knowledge of the facts set forth herein and fail to comply with our demands, we intend to seek any and all punitive damages available as the result of your actions undertaken in bad faith in connection with this matter.

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Nothing contained herein or omitted herefrom shall constitute an admission of any facts or a waiver of any of our client's rights or remedies, whether at law or in equity, all of which are hereby expressly reserved.

Regards,



Todd Mumford
for MYMAN ABELL FINEMAN
FOX GREENSPAN LIGHT LLP

cc: Kim Kardashian
Kris Jenner
Eric R. Greenspan, Esq.
(via email)