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April 21, 2014

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**VIA UPS NEXT DAY AIR
AND EMAIL:**

Mr. Jon Entine
Executive Director
Genetic Literary Project
933 N. Kenmore St., Suite 405
Arlington, VA 22201
E: Jon@JonEntine.com

Re: Defamatory Statements about Mike Adams

Dear Mr. Entine:

You published an article on at least two websites that contains false, misleading, malicious, and defamatory statements about Mike Adams and his companies, including, but not limited to, NaturalNews.com. *See* Jon Entine, “Most ‘dangerous’ anti-science GMO critic? Meet Mike Adams – Conspiracy junkie runs alternative ‘health’ empire”;¹ Jon Entine, “Anti-GMO guru Mike Adams: NaturalNews.com alternative health snake-oil salesman runs most antiscience site on the web.”² In addition, you maintain a profile of Mike Adams on Geneticliteracyproject.org, where you act as Executive Director. Like your article, this profile is rife with many of the same defamatory and incorrect statements. *See* Genetic Literacy Project, *GLP Facts & Profile: Mike Adams*.³

¹ Available at <http://www.geneticliteracyproject.org/glp-articles/most-dangerous-anti-science-gmo-critic-meet-mike-adams-conspiracy-junkie-runs-alternative-health-empire/#link> (last visited April 10, 2014).

² Available at <http://www.forbes.com/sites/jonentine/2014/04/02/anti-gmo-guru-mike-adams-naturalnews-com-alternative-health-snake-oil-salesman-runs-most-anti-science-site-on-the-web/> (last visited April 3, 2013). We note that this is the same as the other article even though they bear different titles. Further, Forbes.com removed your article from its website on April 3, 2013. The Forbes.com version of the article, however, still appears on various websites as attributable to you. *See e.g.*, American Enterprise Institute, <http://www.aei.org/article/health/anti-gmo-guru-mike-adams-naturalnewscom-alternative-health-snake-oil-salesman-runs-most-anti-science-site-on-the-web/> (last visited April 7, 2014).

³ Available at <http://www.geneticliteracyproject.org/glp-profiles/mike-adams/#.U0bzO6hdV8E> (last visited April 10, 2014).

We are writing to you to warn you of impending legal action we will take against you should you not abide by our following demands:

- 1) Immediately retract all content relating to Mike Adams and/or NaturalNews.com from all websites you exert control and/or influence over, including www.geneticliteracyproject.org;
- 2) Agree to cease from publishing any further information relating to Mike Adams or NaturalNews.com;
- 3) Issue a public apology for publishing defamatory information relating to Mike Adams and Naturalnews.com; and
- 4) Compensate Mike Adams in the amount of \$3,000.00 for legal fees incurred.

You appear to have little interest in providing the public with truthful information about Mike Adams and Natural News as evidenced by the many false, misleading, and defamatory statements in your article and/or the GLP profile for Mike Adams, including the following:

False statement: That Natural News is the “Most Anti-Science Site on the Web.”

Fact: Natural News is a science-based atomic spectroscopy laboratory, conducting heavy metals analysis of organic foods and publishing the results in the public interest. In addition, Natural News’s laboratories provide data to the United States Department of Justice to help prosecute fraudulent “scam” products.

False statement: That Mike Adams is “running dozens of websites promoting ‘natural’ products, many of them bogus or dangerous, which he relentlessly hawks online.”

Fact: None of the products Mike Adams or Natural News offers are bogus or dangerous. Every nutritional product they offer is tested for heavy metals and microbiology in full compliance with the FDA’s GMP certification requirements. Furthermore, Natural News identifies scam products, such as the “Adya Clarity” scam described and exposed in full detail at

http://www.naturalnews.com/044558_Water_Liberty_Kacper_Postawski_Adya_Clarify.html.

False statement: That “Adams has claimed that high-dose Vitamin C injections, which he conveniently sells, have been shown to ‘annihilate cancer.’ ”

Fact: Mr. Adams has never made such a claim in any form.

False statement: That “[Adams] is also an AIDS denialist, a 9/11 truther, a Barack Obama citizenship ‘birther’ and a believer in ‘dangerous’ chemtrails.”

Fact: This statement contains no citations and is based entirely on unsubstantiated rumors.

False statement: That “[Adams] takes every opportunity to bash genetic engineering, promote junk science studies, spread innuendo and play the corporate greed card.”

Fact: This statement again contains no citations. In fact, Mr. Adams promotes genuine science studies and critiques junk science studies as exemplified in the Adya Clarity article.

False statement: That “[t]o peddle the alternative nostrums that have helped build his fortune, Adams operates a string of fringe health scare sites, including prenatalnutrition.org, expectant-mothers.com, NewsTarget.com, HoodiaFactor.com, EmergingFuture.com, SpamAnatomy.com, VitaminFactor.org, CounterThink.com, HealthFactor.info, JunkScience.info, BrainHealthNews.com, LowCholesterolDiets.DietsLink.com, PublicHealthNews.org, PharmaWatch.info, HomeToxins.com, PoisonPantry.org, DepressionFactor.org, webseed.com and ConsumerWellness.org.”

Fact: Nearly all of these websites are parked domains with no hosting and no content.

False statement: That “[f]ollowing the 2011 Fukushima nuclear disaster in Japan, [Adams] wrote, falsely, that the Japanese radiation, ‘spans oceans and continents’ to panic his readers into buying useless ‘FDA approved’ potassium iodide treatments and storable uncontaminated super foods that he shamelessly sold on his site.”

Fact: Again, this statement contains no citations to either Mr. Adams’s statement nor to any other source to support the scientific statements contained therein. The potassium iodide Mr. Adams sells is an FDA approved treatment the United States government distributes for radiation accident preparedness.

False statement: That “Adams is the C.E.O. of Arial Software, whose clients reportedly include Microsoft, Ebay and DHL. He boasts that he has 10,000 customers and an estimated \$50 million in annual sales.”

Fact: Once again, this statement provides no citations. In fact, Adams sold his interest in Arial Software many years ago and has not functioned in any capacity with Ariel Software since 2007.

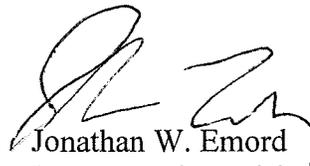
Further, the GLP profile for Mike Adams implies that he was convicted of soliciting sex from a minor in Missouri when that conviction was in fact for a different Mike Adams as evidenced by his physical description.

The defamatory articles and profile have caused—and continue to cause—Mr. Adams substantial economic damages. Both the article and the profile are constantly being read across the internet by thousands of Mr. Adams’s potential customers. In addition to other statements that directly harm Mr. Adams’s business reputation, the article and profile explicitly and incorrectly state that products Mr. Adams sells are unsafe and/or dangerous. These statements constitute defamation *per se* and business disparagement, among other tortious conduct. See *e.g.*, *AvePoint, Inc. v. Power Tools, Inc.*, --F. Supp. 2d--, 2013 WL 5963034, at *6 (W.D. Va. Nov. 7, 2013) (reiterating that words tending to injure in profession or business constitute defamation *per se*).

Ltr. to Jon Entine re: Mike Adams
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Please inform me of when you have retracted the article and profile, as well as the date by which you will issue the public apology and compensate Mike Adams for his legal fees. Should you not abide by all of our reasonable demands as stated above, we will be compelled to seek financial retribution for all lost profits attributable to the defamatory information you published, in addition to any other relief allowed by law.

Sincerely,



Jonathan W. Emord
Peter A. Arhangelsky
Bethany R. Kennedy
Eric J. Awerbuch

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c/o Danielle Duncan, Assistant
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