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December 9, 2024

VIA E-MAIL

Unhappy Franchisee

P.O. Box 10232

Lancaster, Pennsylvania 17605

UnhappyFranchisee@Gmail.com

RE: The Perfect Franchise - Defamation

Dear Sir/Madam:

This firm represents Mark Schnurman, CFC and his company The Perfect Franchise (collectively "TPF") in the matter referenced above.

It has come to our attention that your organization The Unhappy Franchisee (hereinafter "You"/"Your organization") has distributed a defamatory article via email about TPF, falsely claiming that TPF promotes Phoenix Franchise brands. This allegation is grossly misleading and harmful to the reputation and integrity of TPF. TPF takes pride in conducting business with reputable companies and individuals. Your misrepresentation of the facts is a deliberate attempt to generate clickbait to boost your following and drive traffic to your site at TPF's expense.

TPF will not tolerate the distribution of grossly inaccurate information. At no point, did anyone from your organization attempt to contact TPF to verify facts for this article. If your intention is truly to help your audience, then perhaps you should begin by gathering accurate, evidence-based information prior to circulating highly misleading articles.

At this time, you are hereby directed to cease and desist from the usage of TPF's name in connection with your defamatory articles. TPF is demanding that the article at issue be removed from any online platform you may have shared or posted it on. Additionally, TPF demands a public retraction and apology distributed in the same manner the defamatory article was distributed, wherein you retract your statement because of its

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inaccurate portrayal and apologize to TPF and Mark Schnurman for disseminating flagrantly false information. If we do not hear back from you within three (3) days, we have been directed to proceed with all legal and equitable remedies available to us.

We strongly advise you to be guided accordingly.

Very Truly Yours,

A handwritten signature in black ink, appearing to read "Shaun", with a long horizontal flourish extending to the right.

SHAUN I. BLICK, ESQ