



Keith Gross

Keith Gross for Congress

4408 Delwood Lane #14

Panama City Beach, Florida 32408

Via email & registered mail

April 21, 2026

Dear Keith:

Thank you for your service with the ARMY National Guard.

Congratulations on your candidacy for U.S. Congress representing Florida's Second Congressional District.

I'm writing to you today with an apology, a request and a suggestion.

I'm sorry that *Florida Politics* misrepresented the single paragraph I wrote in a broader fundraising page. While they quoted the paragraph in its non-defamatory entirety, they mischaracterized my message as an accusation of wrongdoing.

To be clear: I never accused you of being part of a franchise scheme that's hurting Florida veterans.

The fundraising page, which I have not yet begun to promote, is for a much broader Truth for Veterans initiative and was created before I knew your law firm was representing DonutNV with its franchise administration and franchisee relationship issues.

I have notified *Florida Politics* that the headline is misleading and that they should revise it and issue a clarification to their readers.

I don't apologize for what I wrote, but I'm sorry that it was misconstrued and/or misrepresented and sensationalized. I am not a political writer nor is politics a central

focus of mine. I shall be extra-sensitive to volatile nature of politics-related discourse in the future.

I have publicly clarified that I do not accuse you of wrongdoing on my website, and I will add a note to the fundraising page (<https://gofund.me/574c6c63f>) to be absolutely clear.

[Florida Politics Site Asked to Correct Misleading, Inflammatory Headline Regarding Candidate Keith Gross \[Link\]](#)

My Request: Correct the Potentially Defamatory Statement Regarding the DonutNV Lawsuit (SLAPP)

My request is for you to ask *Florida Politics* to correct your potentially defamatory statement:

“Other attorneys at my firm represent an unrelated brand which is currently suing Mr. Kelly for defamatory statements and extortionate tactics related to his publication of false articles about that client.”

I understand that you made this statement (and the implied legal threat) in response to what you were likely told was a personal attack. At the very least, I’d ask you to have them add “allegedly” defamatory statements and delete the reference to “extortionate tactics.”

I did not make the allegedly defamatory statements cited in the DonutNV complaint; They were direct quotes from DonutNV franchisees and former franchisees, including a mother who stated she could not afford to put presents for her kids under her Christmas tree due to her failed DonutNV investment.

The many DonutNV franchisees who failed and exited the system prematurely (as documented in DonutNV’s own Franchise Disclosure Documents) include nearly a dozen Veterans, including a West Point graduate in Florida who was reportedly forced to declare bankruptcy and lost his family home.

None of the causes of action in the complaint are for extortion or “extortionate tactics.” I’m not sure how I could have tried to extort Alex or Amanda Gingold when I have never spoken, emailed or texted with them.

The lawsuit is a regrettable example of a company attempting to bully Veterans, franchisees and whistleblowers into silence rather than being transparent and addressing the root causes of their downward spiral. I know your firm is not involved with the lawsuit, and would hope that you would not spread what are clearly false allegations from a distressed company.

My Suggestion: Seize This Opportunity to Protect Veterans & Speak Out Against Veteran Exploitation in Franchising

Keith, as a Veteran, a franchise industry insider and a candidate running for Congress on the America First platform, you are in a unique position to speak out and create demonstrable change that will protect the rights and well-being of Veterans, first responders and everyday Americans.

As an advocate for Veterans, you can make it clear that those who served deserve the right to full access to all necessary information and opinions prior to signing a binding 10- or 15-year agreement.

You can demand that those who sacrificed to defend *our* fundamental rights not have *their* right to responsibly share their experiences and opinions be infringed upon.

Starting with the firms that you and Scott Marr invest in, advise and counsel, you can urge franchisors to cease the practice of threatening legal action or requiring NDAs (in any form) or non-disparagement clauses that infringe on their constitutional right of free expression.

You can urge your and Scott Marr's clients and companies to respect Veterans right-to-know by [fact-checking and correcting](#) all claims and representations.

Once you establish this precedent for Veterans, you can expand it to apply to all American citizens.

Open & Honest Dialogue & Candid Reviews Make Us All Better

As a businessman, you know that transparency, consumer reviews and free market competition make for better products, better companies and a better society. After the auto industry was no longer allowed to stifle negative test results and reviews, after they were prohibited from bullying and suing critics, American cars became safer, more reliable and more competitive.

If franchising is to survive the current surge of misinformation, deception and exploitation, the same change must occur in the franchise industry.

Please join me in standing up for Veterans, military families, first responders, and hardworking Americans. If we work together rather than as adversaries, I believe we can accelerate that positive change.

I am available to discuss these issues at your convenience.

All the best,

Sean Kelly

Founder, *Franchise Truth for Veterans Initiative*

Publisher, UnhappyFranchisee.Com

President, Relentless, Inc.

Relentless, Inc. P.O. Box 10232, Lancaster, PA 17605 (717) 371-1911 UnhappyFranchisee@Gmail.com