

If You Purchased Instaflex Glucosamine Sulfate, You Could Receive Money from a Class Action Settlement.

You are receiving this notice because Direct Digital's records indicate you purchased or ordered a sample or trial of Instaflex.

A federal court authorized this notice. This is not a solicitation from a lawyer.

What Is The Settlement About?

A class action settlement has been preliminarily approved by the Court in *Vince Mullins v. Direct Digital, LLC*, No. 1:13-cv-01829 (N.D. Ill.). Your rights may be affected by this proposed settlement. Plaintiff says that a glucosamine sulfate joint supplement manufactured or sold by Direct Digital, LLC ("Direct Digital," or "Defendant") or its affiliates does not provide certain benefits claimed in the labeling. The Court has not decided in favor of either side. Direct Digital stands by the product.

Direct Digital has agreed to a settlement, including labeling changes and a \$4,500,000.00 Settlement Fund, to avoid the expense, inconvenience, and risk of litigation. The Settlement Fund will be used to pay eligible claims, notice and administration costs, as well as court-approved attorneys' fees and costs (not to exceed 33% of the Settlement Fund) and plaintiff's incentive award (up to \$5,000.00).

Who Is Included In The Settlement?

Direct Digital's records indicate that you are included in the Settlement Class as a Settlement Class member. The "Settlement Class" includes all persons who paid money to obtain glucosamine sulfate-based Instaflex ("Instaflex") for personal use and not resale or distribution, including all persons who paid only shipping and handling for an Instaflex trial or sample. A list of eligible products and the time periods and areas of sale are available at www.GlucosamineSulfateSettlement.com.

What Does the Settlement Provide?

Direct Digital has agreed to pay \$4,500,000.00 to a Settlement Fund, which will be used to pay claims made by consumers, court-approved attorneys' fees for Settlement Class Counsel, an incentive award to the Class Representative, and notice and administration costs up to \$400,000.00 (unless funds remain in the settlement Fund after all claims, attorneys' fees, and the incentive award is paid, then up to \$600,000.00).

Cash Awards. Settlement Class members who submit a valid claim form online or postmarked by September 5, 2017 will be eligible to receive \$15.00 per bottle of Covered Product purchased (up to a maximum of 7 bottles or \$105.00 per household) or \$5.00 if you only paid for the shipping and handling of an Instaflex sample or trial (i.e. did not purchase a Covered Product).

If monies remain in the Settlement Fund after the claims, attorneys' fees, incentive award, and notice and administration costs are paid, payments to Settlement Class members—other than those who paid only for an Instaflex sample or trial—will be increased on a *pro rata* (proportionate) basis, up to a maximum of \$60.00 for each bottle claimed. If additional monies remain, they will be given to a *cy pres* recipient, The Arthritis Foundation. If payments requested exceed the monies available in the Settlement Fund, payments to Settlement Class members will be reduced *pro rata*.

To file a claim, go to www.GlucosamineSulfateSettlement.com. You may also request a claim form by writing to Instaflex Glucosamine Sulfate Settlement Administrator, P.O. Box 43034, Providence, RI 02940-3034, or calling toll-free 1-844-454-4154. Your claim form must be postmarked or submitted online by September 5, 2017.

Labeling Changes. Direct Digital has also agreed to make certain modifications to the labeling of Covered Products, which are described in Paragraph 7 of the Settlement Agreement.

What Do You Need to Do?

To get money, you must submit a claim form, postmarked or submitted online by September 5, 2017.
Visit www.GlucosamineSulfateSettlement.com, or call the number below to obtain a claim form.

To exclude yourself from the settlement class, you must submit a written exclusion postmarked by July 20, 2017. Your exclusion request must include your name, address, telephone number, and signature, and a statement indicating that: "I/We hereby request to be excluded from the proposed Settlement Class in the Instaflex Product Litigation." Your exclusion request must be postmarked no later than July 20, 2017 and sent to Instaflex Glucosamine Sulfate Settlement Administrator, P.O. Box 43034, Providence, RI 02940-3034. If you exclude yourself, you will (i) not be able to submit a claim to receive a monetary payment, (ii) not be bound by any orders or judgments in this case, and (iii) be able to pursue your own legal claims alleged in this Litigation.

If you do not exclude yourself, you can object to or comment on the terms of the settlement. You must submit a written objection postmarked by July 20, 2017.

The objection or comment must include: (a) the case name and number (*Mullins v. Direct Digital, LLC*, No. 1:13-cv-01829); (b) your name, address, and telephone number; (c) a signed statement that you are a member of the Settlement Class; (d) the grounds for the objection; and (e) indicate whether you and/or your attorney intend to appear at the Fairness Hearing, and the name, address, and telephone number of the attorney (if any) who will appear.

Your objection or comment must be mailed to the Court (or filed in person) and mailed to Settlement Class Counsel and Direct Digital's Counsel at the addresses below. Your objection or comment must be postmarked by July 20, 2017.

Court: Clerk of Court, United States District Court
Northern District of Illinois
Everett McKinley Dirksen United States Courthouse
219 South Dearborn Street
Chicago, Illinois 60604

Settlement Class Counsel: Stewart M. Weltman
Siprut PC
17 North State Street, Suite 1600
Chicago, Illinois 60602

Direct Digital's Counsel: Ari N. Rothman
Venable LLP
600 Massachusetts Avenue, NW
Washington, DC 20001

If you do nothing, you will not receive any money and you will be bound by the terms of the settlement if it becomes final. You will give up your right to start or continue with a lawsuit against Direct Digital and related parties about the claims made in this Litigation and released by this settlement. The specific claims and persons that will be released upon final approval of the settlement are described in Paragraphs 11-13 of the Settlement Agreement.

A Fairness Hearing will be held on September 7, 2017 at 10:30 a.m., to determine the fairness, reasonableness and adequacy of the proposed settlement and to award attorneys' fees and costs. You or your attorney may attend the hearing, at your own cost, but you do not have to.

For detailed information, including the full notice, a claim form, Settlement Class Counsel's motion for attorneys' fees, and a full copy of the Settlement Agreement, visit www.GlucosamineSulfateSettlement.com, or write to: Instaflex Glucosamine Sulfate Settlement Administrator, P.O. Box 43034, Providence, RI 02940-3034, or call 1-844-454-4154.

This message was intended for: [recipient email address]

You were added to the system January 10, 2017.
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