



May 21, 2012

Attorney General Mike DeWine
Ohio Attorney General Mike DeWine
30 E. Broad St., 14th Floor
Columbus, OH 43215

On April 12, 2012 the Mansfield News Journal ran an advertisement page for ScaleRID. We want to make you aware that we are concerned that the advertisement is presenting misleading statements to consumers.

Attached for your information is a summary provided by the Water Quality Association with an explanation of the water softening results produced by ion exchange water softeners; and how that compares to the limited results provided by products such as ScaleRID. Please note on Page 2 of the summary "To our knowledge these scale control devices can have the ability under certain circumstances to help reduce the amount of scaling inside these pipes and fixtures. To our knowledge these scale control devices do not claim to remove calcium and so they do not produce soft water."

We have also been informed that when individuals contact the telephone number provided in the advertisement that the representative makes the flat statement that this product provides soft water and does not clarify that the product basically deals with just scale buildup in plumbing system.

We brought this matter to the attention of the Mansfield News Journal as well as the Toledo and Akron Chapters of the Better Business Bureau. I have also attached the article that the Toledo BBB ran in their newsletter in response to our correspondence. We received no response from the Mansfield News Journal, and in fact, they ran this misleading advertisement again on May 7, 2012.

We hope that you will look into this matter on behalf of Ohio consumers. If you have any questions or need additional information, please feel free to contact us.

Sincerely,

Robert H. Pope
Ohio Water Quality Association

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