

Plainly, and for the avoidance of doubt, our clients are not involved in any fraud whatever and nor are they connected, whether financially or indeed in any other way, to a "cult". It seems clear to our clients that you have published these false allegations wholly maliciously and with the express intent of damaging our clients' business by trying to encourage actual and potential customers of Ox Products Group UK Ltd to boycott their goods with the intent of causing the company financial loss. As such we have also advised our clients that they have a potential claim in malicious falsehood.

Furthermore our clients are greatly concerned about the proliferation of your tweets. To date you have 80 followers, including your local Member of Parliament, Andrew Selous. Equally many of your other followers will have seen your tweets across their twitter feed; this provides scope for the possibility of re-tweets, more widespread publication and further harm to our clients' reputation.

The purpose of this letter is therefore to invite you to agree to:

1. Publish a full and unqualified apology to our clients in terms to be agreed;
2. Undertake to delete the tweets complained of immediately from your twitter feed;
3. Undertake not to repeat the same or similar allegations of our clients;
4. Pay damages to our clients to compensate them for the damage and distress caused; and
5. Pay the legal costs our clients have had to incur and will have to incur in relation to this matter.

We await your response as a matter of urgency and, given the seriousness of the allegations you have made against our clients, in any event within 7 days. We should make it clear that in the absence of a prompt and satisfactory response we anticipate being instructed to issue proceedings for defamation and/or malicious falsehood against you.

In any event we consider that you will wish to take urgent legal advice on the content of this letter.

Yours faithfully



**Carter-Ruck**