EXHIBIT O:

AFFIDAVIT OF MELISSA DUNLAP
AFFIDAVIT

PERSONALLY APPEARED BEFORE ME on this 16th day of June, 2014, Melissa W. Dunlap, who being duly sworn, states as follows:

1) I am a citizen of the state of South Carolina.

2) On January 9, 2014, I received a telephone call from the organization Cancer Support Services for the purpose of soliciting a charitable donation.

3) The attached transcript is a true and accurate representation of the telephone call I received from Cancer Support Services on January 9, 2014.

4) After receiving the telephone call on January 9, 2014, I received three letters in the mail from Cancer Support Services requesting that I send in my pledge. Copies of these letters are attached to this affidavit as Attachments A, B and C.

FURTHER, AFFIANT SAYS NOT.

Sworn to and subscribed before me

this 16th day of June, 2014.

Notary Public of South Carolina

My Commission Expires: April 15, 2016
ATTACHMENT A
Reminder

By taking a minute today to send in your pledge, you will be helping to ease the suffering of a cancer patient as well as giving them hope for tomorrow.

Time is just so precious.
Please help change their future.

Thank you!

PLEASE DISREGARD THIS NOTICE IF YOU HAVE RECENTLY MAILED YOUR PLEDGE.
Cancer Support Services
Cancer Support Services
P.O. Box 1200, Merrifield, VA 22116-1200

Credit Card Information:
To make your contribution by credit card, please fill in the information below:
Type of credit card: □ VISA □ MasterCard □ American Express □ Discover
Credit Card Number:
Expiration Date: _____/_____
Amount: $____________
Name as on card (please print): ____________________________
Signature: _______________________________________________

Please detach and return this form, with your payment, in the enclosed envelope.

Cancer Support Services (CSS) differs greatly from other cancer groups in that its number one priority is funding patient aid rather than research. CSS raises much needed funds to provide urgent items such as:

- Boost (liquid dietary supplement)
- Adult Diapers
- Bed Pads
- Cold and Pain Medications
- Box Fans
- Lotions
- Dressings
- Personal Hygiene kits
- Household care products

CSS funds the acquisition of merchandise for distribution to individual cancer patients, hospices and other non-profit health care providers. CSS funds outreach programs, which benefit the ill, needy, and infants by donating goods or cash grants to charities that serve the beneficiaries directly. CSS is a supporting organization of Cancer Fund of America.

All donations are tax deductible, under the IRS 501(c)(3) Code. To receive a copy of our financial report write to: CSS, 23400 Michigan Ave., Suite P12, Dearborn, MI 48124. CSS is registered with the Attorney General's/Secretary of State's Office, however, registration does not imply State endorsement.

ASSISTANCE INFORMATION
Should someone in your home suffer from cancer and require help, please write or call our National Patient Services Correspondent below for further information regarding assistance:

CANCER SUPPORT SERVICES
23400 Michigan Avenue, Suite P12
Dearborn, MI 48124
1-800-578-5284

DONATION INFORMATION
Please call our toll-free number for information regarding donations:

1-313-565-5901

TAX EXEMPT #42-1568866

For more information, or to get involved, please visit us at www.cancersupportservices.net
ATTACHMENT B
Reminder

By taking a minute today to send in your pledge, you will be helping to ease the suffering of a cancer patient as well as giving them hope for tomorrow.

Time is just so precious.
Please help change their future.
Thank you!

PLEASE DISREGARD THIS NOTICE IF YOU HAVE RECENTLY MAILED YOUR PLEDGE.
Cancer Support Services

Please remit payment to:
Cancer Support Services
P.O. Box 1200, Merrifield, VA 22116-1200

Credit Card Information:
To make your contribution by credit card, please fill in the information below:

Type of credit card: □ Visa □ MasterCard □ American Express □ Discover

Credit Card Number: __________________________
Expiration Date: ______/______ Amount: $____________
Name as on card (please print): ______________________
Signature: ____________________________

Please detach and return this form, with your payment, in the enclosed envelope.

Cancer Support Services (CSS) differs greatly from other cancer groups in that its number one priority is funding patient aid rather than research. CSS raises much needed funds to provide urgent items such as:

- Boost (liquid dietary supplement), Adult Diapers, Bed Pads, Cold and Pain Medications, Box Fans, Lotions, Dressings, Personal Hygiene kits and household care products and more.

CSS funds the acquisition of merchandise for distribution to individual cancer patients, hospices and other non-profit health care providers. CSS funds outreach programs, which benefit the ill, needy, and infants by donating goods or cash grants to charities that serve the beneficiaries directly. CSS is a supporting organization of Cancer Fund of America.

All donations are tax deductible, under the IRS 501(c)(3) Code. To receive a copy of our financial report write to: CSS, 23400 Michigan Ave., Suite P12, Dearborn, MI 48124. CSS is registered with the Attorney General's Secretary of State's Office, however, registration does not imply State endorsement.

ASSISTANCE INFORMATION

Should someone in your home suffer from cancer and require help, please write or call our National Patient Services Correspondent below for further information regarding assistance:

CANCER SUPPORT SERVICES
23400 Michigan Avenue, Suite P12
Dearborn, MI 48124
1-800-578-5284

DONATION INFORMATION

Please call our toll-free number for information regarding donations:

1-313-565-5901

TAX EXEMPT #42-1568866
ATTACHMENT C
Reminder

By taking a minute today to send in your pledge, you will be helping to ease the suffering of a cancer patient as well as giving them hope for tomorrow.

Time is just so precious.
Please help change their future.
Thank you!

PLEASE DISREGARD THIS NOTICE IF YOU HAVE RECENTLY MAILED YOUR PLEDGE.
Credit Card Information:

To make your contribution by credit card, please fill in the information below:

Type of credit card:  □ VISA  □ MasterCard  □ American Express  □ Discover

Credit Card Number: ____________________________

Expiration Date: __/___  Amount: $_________

Name as on card (please print): ____________________________

Signature: ____________________________

Please remit payment to:
Cancer Support Services
P.O. Box 1200, Merrifield, VA 22116-1200

Cancer Support Services (CSS) differs greatly from other cancer groups in that its number one priority is funding patient aid rather than research. CSS raises much needed funds to provide urgent items such as:

- Boost (liquid dietary supplement), Adult Diapers, Bed Pads, Cold and Pain Medications, Box Fans, Lotions, Dressings, Personal Hygiene kits and household care products and more.

CSS funds the acquisition of merchandise for distribution to individual cancer patients, hospices and other non-profit health care providers. CSS funds outreach programs, which benefit the ill, needy, and infants by donating goods or cash grants to charities that serve the beneficiaries directly. CSS is a supporting organization of Cancer Fund of America.

All donations are tax deductible, under the IRS 501(c)(3) Code. To receive a copy of our financial report write to: CSS, 23400 Michigan Ave., Suite P12, Dearborn, MI 48124. CSS is registered with the Attorney General’s/Secretary of State’s Office, however, registration does not imply State endorsement.
OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 1223005

TITLE CANCER FUND OF AMERICA, INC.

DATE RECORDED: UNKNOWN
TRANSCRIBED: JUNE 10, 2014

PAGES 1 THROUGH 14

TELEPHONE CONTACT AMANDA AND DIJONAY
WITH MELISSA DUNLAP

For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555
1

FEDERAL TRADE COMMISSION

INDEX

TELEPHONE CONTACT: 

Amanda/Dijonay to Melissa Dunlap 3

For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555

Page 2142

Plaintiff's Motion for Preliminary Injunction
Exhibits A-O
FEDERAL TRADE COMMISSION

In the Matter of:          
Cancer Fund of America, Inc.  ) Matter No. 1223005

                        
Date Unknown

The following transcript was produced from a
digital file provided to For The Record, Inc. on June 4,
2014.

For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555
PROCEEDINGS

MELISSA DUNLAP: Hello?

AMANDA: Hello. Is Richard there?

MELISSA DUNLAP: No, he’s not. May I take a message?

AMANDA: Oh, we were actually calling for either one of you. This is Amanda with Cancer Support Services, and we want to let you know that we are continuing our Cancer Aid Program this year.

MELISSA DUNLAP: Uh-huh.

AMANDA: And we’re the ones that provide funds for free supplies and dietary supplements to the families that are fighting cancer and also to hundreds of Hospices and other health care providers. Now, I’m not a telemarketer, so I work directly for the charity. We’re just mailing out the pledge cards for the year, and we wanted to make sure that if we got one out to you that they could count on you for your support this year. Would that be okay?

MELISSA DUNLAP: Sure. And -- and what’s the name of the charity?

AMANDA: Oh, this is Amanda with Cancer Support Services.


For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555
Services.

AMANDA: Thank you so much for your willingness to help.

MELISSA DUNLAP: I have a -- I just had a --

AMANDA: Uh-huh.

MELISSA DUNLAP: -- one question. So, if I want to give $100, where does the $100 go?

AMANDA: Oh, let me explain. I'm with Cancer Support Services, which is a federally registered charity. It's important to know that we are unique because rather than doing research, we provide certain things like dietary supplements, lotions, bandages, dressings, and hygiene necessities directly to cancer patients going through it right now, free of charge.

So, that's what your support helps provide. So, what we wanted to know is that if we mail you a pledge card, can we count on you for your support?

MELISSA DUNLAP: Yes, and if I give $100, how much goes to the cancer support?

AMANDA: Okay, hold on just one second.

DIJONAY: Hello, Mr. or Mrs. Dunlap?

MELISSA DUNLAP: Uh-huh, yeah, I was talking to Amanda.

DIJONAY: Mm-hmm, yeah, she's in training and I'm one of her training managers. You had a question
(inaudible) I can help you out with?

MELISSA DUNLAP: Yes, I just had a question, and you're with Cancer Support Services, is that right?

DIJONAY: Yes, ma'am. Yes, ma'am.

MELISSA DUNLAP: Okay. Okay. Just trying to make sure I understand who I was talking to.

DIJONAY: Mm-hmm.

MELISSA DUNLAP: And what I was thinking about, like if I donated, say, $100, $200, tell me how much of that goes to this -- you know, to buy the lotions, the band-aids, all that sort of thing, all the necessilies.

DIJONAY: Well, since we're not -- yes, we're not a telemarketing agency, so we're calling directly from the charity. So, all of the -- whatever you donate, all of that will come towards the charity.

MELISSA DUNLAP: Okay. So, if I give $100 or even $500 if I feel strongly about it, then my $500 can go --

DIJONAY: (Inaudible).

MELISSA DUNLAP: -- will go straight to cancer support.

DIJONAY: Yes, ma'am.

MELISSA DUNLAP: For the lotion, the basic necessities, and -- okay.

DIJONAY: Yep. And also to Hospices

For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555
(inaudible) in order to help get their supplies to take
care of the patients that they have at their facility.

MELISSA DUNLAP: You said Hospices or hospital
-- I didn’t --

DIJONAY: Hospices, mm-hmm.

MELISSA DUNLAP: Hospices, okay. Okay. So,
you’re calling for Cancer -- you’re with Cancer Support,
then?

DIJONAY: Yes, ma’am.

MELISSA DUNLAP: Okay. Okay. Are they in --
where are -- I know I’ve heard of it before, but where
are -- is Cancer Support? Where are you located?

DIJONAY: Well, we are calling from our
headquarters in Dearborn, Michigan.

MELISSA DUNLAP: Okay. So, I didn’t know if it
was here in -- I’m in South Carolina, so --

DIJONAY: Yeah, so, the donations -- so,
your -- your portion -- so, if -- say if you want to do a
$20 or $25 pledge today, your portion would help those in
your area, so you wouldn’t be helping out those in Utah
or California or anything like that nature.

MELISSA DUNLAP: Okay. So, if I give $100 or
$500, 100 percent of my 500, that’s going to -- or 100,
whatever I can give --

DIJONAY: That goes to the --
MELISSA DUNLAP: -- that’s going to go --

DIJONAY: -- directly to the charity. Mm-hmm.

MELISSA DUNLAP: To which -- to -- is there a Cancer Support Services branch here?

DIJONAY: Well, there are different -- we’re just one national charity.

MELISSA DUNLAP: Uh-huh.

DIJONAY: But there are -- there are more than one call center, that’s what you were asking?

MELISSA DUNLAP: Oh, no, I just --

DIJONAY: I’m not sure you’re --

MELISSA DUNLAP: -- wondered why you said -- you said like if I give $100 --

DIJONAY: Mm-hmm.

MELISSA DUNLAP: -- you’re out of Dearborn, Michigan, that’s where your headquarters is?

DIJONAY: Yes. Yeah, that’s our national headquarters here.

MELISSA DUNLAP: (Inaudible) not a telemarketer; you work for Cancer Support Services directly.

DIJONAY: Yes, ma’am.

MELISSA DUNLAP: Okay. But you said if I give $100, then my $100, all of that’s going to stay in South Carolina.
DIJONAY: Yes, ma’am.

MELISSA DUNLAP: That’s what I was trying to figure out, where does --

DIJONAY: Mm-hmm.

MELISSA DUNLAP: -- you know, where does it go, so if I want to give more than that, I -- I just want to know where the money is going to go.

DIJONAY: Oh, I don’t know what -- exactly what facility’s in your area.

MELISSA DUNLAP: Okay.

DIJONAY: I don’t have that information.

MELISSA DUNLAP: Okay.

DIJONAY: But, yes, all the patients and facilities in your local area.

MELISSA DUNLAP: Okay. So, 100 percent would go to my -- to my state, to my --

DIJONAY: Yes, ma’am.

MELISSA DUNLAP: You said for Hospice and basic necessities and --

DIJONAY: Mm-hmm.

MELISSA DUNLAP: -- I had one question that Amanda said something about that Cancer Support Services, something about a federally registered charity. I’m not familiar with what -- what that means.

DIJONAY: Yes. Well, it is a 501(3)(c), so
whatever you were comfortable with donation, it is tax-
deductible.

MELISSA DUNLAP: Tax-deductible, okay.

DIJONAY: Mm-hmm.

MELISSA DUNLAP: All right. And are you
registered with -- with South Carolina, or do you not
have to be registered --

DIJONAY: Yes, ma'am.

MELISSA DUNLAP: -- with South Carolina.

DIJONAY: Every state that we call we are
registered in that state.

MELISSA DUNLAP: Okay. So, you're registered
here, and I can feel sure that my money's going -- I just
like to know if I'm going to give a big amount --

DIJONAY: I totally understand.

MELISSA DUNLAP: -- it's worth knowing.

DIJONAY: No problem at all.

MELISSA DUNLAP: So, and who are you again?

What was your name?

DIJONAY: Oh, my name is -- my name is Dijonay
(phonetic).

MELISSA DUNLAP: Dijonay, okay. And you're
going to send me a pledge card?

DIJONAY: Yep. We will -- if you are

interested in donation --

For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555
MELISSA DUNLAP: Sure.

DIJONAY: -- we will send you out the pledge card and the brochure, along with all the information and tell you exactly what we do and who we help out.

MELISSA DUNLAP: Okay. And do you need -- do you have a mailing address?

DIJONAY: Yes. You will receive all that information in the mail.

MELISSA DUNLAP: No, I meant do you have my mailing address to send it.

DIJONAY: Oh, let me make sure. I have on file here, I have a --

MELISSA DUNLAP: Uh-huh.

DIJONAY: --?

MELISSA DUNLAP: That's right, yeah. Okay, so, if you could --

DIJONAY: Okay.

MELISSA DUNLAP: -- send that to me, that would be great.

DIJONAY: Okay, and what amount were -- were you interested in donating?

MELISSA DUNLAP: Oh -- I think probably 100 or so. We'll see.

DIJONAY: Okay, well, I just have to put -- if you want me to do a --

For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555
MELISSA DUNLAP: Okay.

DIJONAY: -- smaller amount, I can, and after you --

MELISSA DUNLAP: Okay.

DIJONAY: -- review everything --

MELISSA DUNLAP: Why don't you just put 50 and then we'll see.

DIJONAY: Okay, no problem at all. And just one more thing, ma'am. I have a Mr. Richard Dunlap on file. Would you mind just providing me --

MELISSA DUNLAP: Mm-hmm.

DIJONAY: -- with your first name so I can update that?

MELISSA DUNLAP: My name is Melissa.

DIJONAY: Is that M E L I S S A?

MELISSA DUNLAP: That's correct.

DIJONAY: Okay. And once again, you can receive all of your information in the mail within the next week or so, and we just ask after you receive it and review everything if you could kindly return it within a week or two so we can get that working for the patients. Would that be okay?

MELISSA DUNLAP: Sure, that would be fine.

DIJONAY: Okay, well, we thank you so much for helping us out.
MELISSA DUNLAP: Okay.
DIJONAY: You have a blessed year --
MELISSA DUNLAP: Okay.
DIJONAY: -- and you enjoy the rest of your
day, ma'am.
MELISSA DUNLAP: Thank you. Thank you. Bye-
bye.
DIJONAY: Thank you. Mm-hmm, bye-bye.
(The call was concluded.)
(The recording was concluded.)
CERTIFICATION OF TYPIST

MATTER NUMBER: 1223005

CASE TITLE: CANCER FUND OF AMERICA, INC.

TAPING DATE: DATE UNKNOWN

TRANSCRIPTION DATE: JUNE 10, 2014

I HEREBY CERTIFY that the transcript contained herein is a full and accurate transcript of the tapes transcribed by me on the above cause before the FEDERAL TRADE COMMISSION to the best of my knowledge and belief.

DATED: JUNE 10, 2014

SARA J. VANCE

CERTIFICATION OF PROOFREADER

I HEREBY CERTIFY that I proofread the transcript for accuracy in spelling, hyphenation, punctuation and format.

ELIZABETH M. FARRELL

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555