

Sent | [redacted email address] | Proton Mail

Re: Congratulations on Winning the Grand Prize - Please Confirm Your Prize Preference

From Alessia "Ally" Johnson <[redacted email address]>

To [redacted email address]

CC Alina's Team <[redacted email address]>

Date Thursday, June 5th, 2025 at 10:59 AM

Hello Michael,

I confirm receipt of the \$200 Amazon gift card. Thank you.

That said, I found the process unnecessarily difficult and the resolution delayed by miscommunication and a lack of transparency. The apology offered did not meaningfully acknowledge the impropriety of attempting to change the prize terms after the fact, nor the time and effort I had to invest to ensure the prize was fulfilled as promised.

Accordingly, I'm declining the remaining elements of the Grand Prize package.

I hope this experience prompts clearer communication and fulfillment practices in future promotions, consistent with the standards consumer protection laws are designed to uphold.

Regards,

Alessia Johnson

On Saturday, May 17th, 2025 at 1:44 PM, Mike Vincent <[redacted email address]> wrote:

Hello Alessia,

I have processed the \$200 Amazon Gift card to your email address [redacted email address].

You will receive an email directly from Amazon. The Estimated delivery is within an hour.

Please let me know if you have questions or don't receive the Amazon gift card email.

Sincerely,

Michael Vincent

CFO I Business Success Edge

775-544-xxxx

On Sat, May 17, 2025 at 1:34 PM Alessia "Ally" Johnson <[redacted email address]> wrote:

Hello Michael,

mailto:[redacted email address]

mailto:[redacted email address]

Thank you for your willingness to honor my preference for the prize format. I appreciate your attention to this matter and your efforts to resolve it amicably.

For clarity, I am requesting the full \$200 prize in the form of an Amazon gift card. Please send it to this email address ([redacted email address]), which we have been using for our correspondence.

Regarding the legal question, I understand your point about your business location. However, when a contest or promotion is offered online and participants from other states, including California, are eligible, the consumer protection laws of the participant's state often apply. This is because participation occurs where the consumer resides, not just where the business is based. That's why most online promotions are structured to comply with the laws of all states in which they accept entries.

Warm regards,
Alessia Johnson

On Friday, May 16th, 2025 at 4:37 PM, Mike Vincent <[redacted email address]> wrote:

Hello Alessia,

Thank you for your email and for bringing this matter to my attention. I sincerely apologize for the confusion surrounding the \$100 Amazon gift card versus the \$200 prize. After discussing it with our team, I realized there was an error on their part, and I should have caught it before sending my prior email to you.

As outlined in the prize details, the offering is a \$200 cash prize. We can issue a check for this amount, but please note that this will require you to submit a W-9 form. I understand you previously raised concerns about providing your address and phone number, which is why I suggested PayPal as an alternative option.

Regarding the Amazon gift card, you are absolutely correct that this was not

disclosed as a payout option in advance. I apologize for offering it as a substitute for the cash prize and appreciate your reference to the Federal Trade Commission's guidelines.

That said, I would still like to honor your preference. If you would like the full \$200 prize in the form of an Amazon gift card, I am happy to arrange that. Please provide the email address where you'd like the gift card sent, and I'll process it immediately.

Just as a reminder, California laws apply only to businesses based in California. As we are not located in California, our business is governed by the laws of our state.

Thank you for your understanding and patience as we resolve this. I look forward to your response.

Best regards,
Michael Vincent
CFO | Business Success Edge
775-544-xxxx

On Thu, May 15, 2025 at 1:25 PM Alessia "Ally" Johnson <[redacted email address]> wrote:

mailto:[redacted email address]
mailto:[redacted email address]
mailto:[redacted email address]

Hello Michael,

Thank you so much for your email and for awarding me the Grand Prize in Alina's Visibility Kickstarter Challenge. I appreciate the opportunity, recognition, and the additional prizes included in the Grand Prize package.

I noticed that the Amazon gift card option is for \$100, while the full \$200 is available only via PayPal. When I participated in the challenge, there were no posted rules or disclosures stating that the full prize would only be paid via PayPal, or that an Amazon gift card would be for a lesser amount.

As a California resident, I am aware that both federal and state consumer protection laws require businesses to clearly disclose all material conditions and restrictions on prizes at the time of the offer. These standards apply to all types of promotional events-including challenges, contests, and giveaways-where participants are offered a prize in exchange for completing specific actions. According to the Federal Trade Commission (FTC) and the California Business

and Professions Code, prize restrictions- such as limiting the payout method- must be communicated in advance. If such restrictions were not disclosed before participation, they cannot be imposed after the fact.

Because I do not have, nor wish to open, a PayPal account, I kindly request that the full \$200 prize be provided in Amazon gift cards (or another equivalent form). I believe this is a reasonable request, as there were no advance disclosures limiting the payout method, and it would ensure the prize is awarded as advertised.

Thank you again for your generosity and for running the valuable challenge. I look forward to your response and am confident we can resolve this in a way that feels fair to both parties.

Sincerely,
Alessia Johnson

On Wednesday, May 14th, 2025 at 4:49 PM, Mike Vincent <[redacted email address]> wrote:

Hello Alessia,

Congratulations on winning the Grand Prize during Alina's Visibility Kickstarter Challenge!

Our team informed me that you might prefer to receive your \$200 prize in a digital format. The digital option we offer is an Amazon Gift Card worth \$100, which would be sent directly from Amazon to your email. If this is your preferred option, please reply with your preferred email address, and I will arrange it promptly.

Alternatively, if you would like to receive the full \$200 cash prize, we can process it via PayPal using PayPal Mass Pay, ensuring that you incur no fees. If you choose this option, please reply with the PayPal email address where you would like the payment sent.

If you have any questions or need further assistance, feel free to reach out.

mailto:[redacted email address]

Sincerely,
Michael Vincent
CFO | Business Success Edge
775-544-xxxx

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Sincerely,
Michael Vincent
Business Success Edge CFO
775-544-xxxx

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Sincerely,
Michael Vincent
Business Success Edge CFO
775-544-xxxx

Let me know if you'd like a downloadable file version of this redacted and formatted email thread (e.g., PDF or DOCX).