



PLAQUES&LETTERS.COM

Don Baker dba Designs&Signs aka Plaques&Letters.com
3205 Arthur Drive, Ruston LA 71270

Website: <http://www.plaquesandletters.com/> Email: admin@plaquesandletters.com

Local Phone: 318-251-9693 Local Fax: 318-251-9680

Toll-Free Phone: 1-866-336-4135 Toll-Free Fax: 1-866-336-4650

7/22/2009

False Advertising Complaint Against: Bronze Memorials, Inc., 1226 SW Paradise Cove, Port St. Lucie, FL 34986, (772) 807-7599

BBB of Southeast Florida and the Caribbean

4411 Beacon Circle, Suite 4

West Palm Beach, FL 33407

Dear BBB:

Bronze Memorials, Inc., are engaged in false advertising. They pretend to be manufacturers and even provide this link: <http://www.bronzememorials.net/manufacture.html> I don't know where they got those images but they are simply Distributors as we are. They distribute Matthews Bronze & Trigard & Gemini products...just as most signage Distributors do. Some stranger- Cheryl Walker- emailed us about them concerning same. She realized what Bronze Memorials was up to. She emailed us with: *"I noticed on your web site that you have other competitors websites that we should check out so we did that. We went to www.bronzememorials.net and I noticed on that web site that they have pictures of "How we make our plaques". The problem is that these are pictures of Matthews Foundry in Pennsylvania not Bronze Memorials which is located in Florida. Isn't this false advertising? Apparently they are not manufacturers but are claiming to be. Are all bronze plaque sites false? Is this industry wide? Please Reply,"*

Our Reply: *"Bronze Memorials"* also offers Gemini products. *"Isn't this false advertising?"*

Yeppers. *"Apparently they are not manufacturers but are claiming to be."* Yeppers. *"Is this industry wide?"* Yeppers. If one didn't know better they'd think there was a foundry

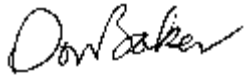
located in every third state. "Not Really." *"Are all bronze plaque sites false?"* NO, because we're not. Virtually all of my competitors are liars. We're about the only ones out there who tell the truth."

When I called Bronze Memorials, Inc.'s hand on it, they even emailed (after threatening a bogus "slander" suit): "I AM ALSO SEND THIS TO GEMINI AND SEE IF THEY WANT YOU

TO CONTINUE TO REPRESENT THEM IN SUCH A MANOR, BY SLANDERING THEIR OTHER DISTRIBUTORS [sic]" **Notice their:** "OTHER DISTRIBUTORS" **revelation. They continued:** "I AM GOING TO SEND THIS TO EVERY LINK THAT YOU HAVE LISTED IN THIS EMAIL AND MAY BE THEY WILL JOIN ME IN EVERY [sic] EFFORT TO STOP YOUR ACTIONS". **The ones Bronze Memorials, Inc. refers to are other Distributors also pretending to be manufacturers. Apparently Bronze Memorials thinks there's "safety in numbers"...otherwise known as a cartel. EVERY product image on these links:**
<http://www.bronzememorials.net/memorialplaques.htm> & <http://www.bronzememorials.net/Bronze.htm> & <http://www.bronzememorials.net/Etched.htm> & <http://www.bronzememorials.net/Metalplaque.htm> & <http://www.bronzememorials.net/fallenheros.htm> are those of Matthews Bronze, Gemini or Trigard. **Jim Savage of Bronze Memorials also emailed us:** "DON, WHY DO YOU DO THIS? ITS A BIG COUNTRY, THERE'S PLENTY FOR EVERYONE" **My reply:** "I hate weaklings & liars. Simple enough for ya Jimmy?"

Today I have taken this up with the FTC, who is pursuing it. Reference # 23073235. I would like to think this concerns you as well.

Thank You,

A handwritten signature in cursive script that reads "Don Baker".

Don Baker