



19 June 2006

General Manager
MedEntry
P. O. Box 404 Fawkner
Melbourne Vic 3060

FAXED

By facsimile: (03) 9359 0302

Dear Sir/Madam

Misleading and deceptive advertising

We are returning to you a donation cheque for \$100 received at our office today without accompanying correspondence, but drawn on the account of ANZIE Pty Ltd trading as MedEntry.

Having looked at your web site, we discovered that you have presumed to use the ADAVB logo in a manner which implies our endorsement and support for your business. On searching our records we note that your company sought our endorsement in 2004, but that this was declined. At no time has the ADAVB ever indicated that it endorsed or sponsored your company.

Your action in implying that the ADAVB is a sponsor or supporter of MedEntry is, in our view, a breach of the Trade Practices Act. Accordingly, we require that you immediately remove our logo and name from your website and any other publication in which they might appear. Furthermore, should any aspiring dental student seek your comments about the ADA's view of your operations, we expect that your staff will make it clear to them that we have provided no support of any kind.

We will be checking your website again at 5.00 pm on Thursday 22 June and if we find that our logo has not been removed, we will place the matter in the hands of our solicitors who will be instructed to pursue an action in relation to a breach of the Trade Practices Act.

This letter is being posted on our Blog and website to make it clear that we have no relationship with MedEntry, and that we believe your company has acted in a misleading and deceptive manner.

Yours sincerely

A handwritten signature in black ink that reads 'Garry Pearson'.

Garry Pearson
Chief Executive Officer

www.adavb.com.au



Commonwealth Bank of Australia

FAWKNER VIC

Pay Australian Dental Association Victoria

The sum of one hundred dollars

Branch or Bearer

af -

\$ 100 -

Date 10/6/6

ANZIE PTY LTD TA MEDENTRY
ABN 71 116 643 308

MICARDIS PLUS
TELMISARTAN + HYDROCHLOROTHIAZIDE

A small donation for your
work in promoting dental
health in Victoria

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