



July 18, 2010

ABC Television Network  
147 Columbus Ave., 3rd Floor  
New York, NY 10023

We regret we are unable to participate in your upcoming segment which we assume follows New York Congressman Weiner's inaccurate claims about Goldline.

Since ABC would not provide us with specific questions to allow us to respond in writing, we can only provide general details about our company, our compliance practices, and customer relations.

- First and foremost, it is important to understand that it is in our best interest to maintain customer satisfaction and trust. Indeed, we believe that our success for the past 50 years and our A+ Better Business Bureau rating reflect this understanding and commitment. We are committed to customer service and when we learn that customers have not received the experience they deserve, we investigate and take action. If your report raises customers' issues or problems, we will act to address their concerns.
- Goldline has an A+ rating from perhaps the most trusted consumer organization, the Better Business Bureau. In contrast, there are several precious metals companies throughout the United States, including competitors in New York and California, which have F ratings. The number of complaints filed with the Better Business Bureau regarding Goldline is less than 1/10<sup>th</sup> of 1% of our total transactions. Goldline addresses every complaint it receives and reaches a satisfactory resolution in the overwhelming number of cases. ABC has told us they plan to report that Goldline and another company have more than 100 combined complaints with the City of Santa Monica. We believe this comparison is misleading. The other precious metals company, which has been in business for a far shorter period than Goldline and is significantly smaller, has an F rating with the Better Business Bureau.

- To the best of our knowledge, Goldline is one of the very few precious metals companies with a compliance department and a comprehensive training and compliance program to ensure our employees follow applicable laws and internal policies. Goldline also has outside compliance counsel who is a former consumer protection and securities regulator. Further, Goldline has a senior full-time personal concierge available to answer any client questions and concerns. We believe no other competitor offers this level of service.
- Goldline is committed to providing the important information that customers need when making purchasing decisions. Thus, Goldline offers among the most comprehensive and clear written disclosures in the precious metals industry. These disclosures include detailed information regarding Goldline's sales staff, the risks of investing in precious metals, and Goldline's pricing policies. Further, in contrast to the risk disclosures provided in nearly every industry, Goldline's risk disclosures are written in a large, easy-to-read font, with clear headings and simple examples to explain the risks and costs associated with acquiring precious metals and rare coins.
- Every Goldline client has his or her purchase confirmed by a customer service representative who reviews the products being purchased, the unit price and the total price. The client then receives a written confirmation which reiterates this information along with Goldline's risk disclosure information. Every order is checked at least twice before shipping to ensure accuracy. If there is any problem with an order or written confirmation, which is extremely rare, the client can contact Goldline to have the order corrected.
- First-time clients who purchase semi-numismatic or numismatic coins have an unconditional seven-day cancellation period (or longer depending on applicable state law) that provides a full refund.
- Goldline's formal compliance system includes training and monitoring of our staff to ensure they are meeting our high expectations for responsible sales and exceptional customer care. This includes unannounced "secret shopper" test calls and regular monitoring of our Account Executives. Goldline's compliance program was designed by lawyers specializing in consumer protection, telemarketing, precious metals, and regulatory matters. Former senior regulators also help Goldline review and improve its programs. Our commissioned Account Executives receive training and oversight to make sure they operate responsibly.

- If we learn of any deviation from our consumer-protection policies or procedures, Goldline conducts a thorough review. If this review concludes that an Account Executive violated our procedures, that person will receive counseling, additional training and, where appropriate, discipline which could include termination. We address all customer concerns and invite those that you have talked with to contact us directly.
- Goldline's pricing is transparent to our customers. Fees and commissions are disclosed in writing. Any comparison of Goldline pricing to competitors should consider that Goldline has what it believes is among the highest buyback prices for the coins it sells. Further, for many of its products, Goldline offers a price guarantee program, payment by credit card, and a seven day (or longer) refund period. Within our very competitive market, we believe these benefits are among the reasons customers choose Goldline.
- As part of its dedication to customer education and disclosure, Goldline provides a detailed Account and Storage Agreement which sets forth all of the terms and conditions of the purchase or sale of precious metals. Every customer must read and sign this agreement before a sale is finalized.
- Goldline repeatedly advises customers to conduct their due diligence. Goldline's advertising consistently tells customers to read Goldline's risk disclosure information to determine if buying precious metals is right for them. Moreover, Goldline recommends that customers acquire no more than 5% to 20% of their portfolio in precious metals.
- Goldline has been helping people make informed decisions about acquiring precious metals since 1960.

**Goldline remains committed to providing the best service to its customers with transparent and honest communication throughout every step of the process.** We take every complaint seriously and work hard to answer every question and address every concern.

Sincerely,

Scott Carter  
Executive Vice President  
Goldline International