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Michael F. Jacobson, Ph.D.
Executive Director
Center for Science in the Public Interest
1875 Connecticut Ave. NW #300
Washington, DC 20009
USA

02 October 2003

Dear Mr. Jacobson,

TNS Intersearch recently carried out some Omnibus research for you in Great Britain, regarding allergies to certain foods and provided you with a set of data tables containing the results of the research. It has been brought to our attention that this data has been provided to the media by you and published without advanced approval from us. This is contrary to the express term written at the beginning of the package sent containing the data tables, that is "No press release or publication of data from this survey shall be made without the advance approval of Taylor Nelson Sofres. Approval will only be refused on grounds of inaccuracy or misrepresentation."

Furthermore, we do not endorse the statements made by you and feel that our data has been represented inaccurately in both the article published in the American Journal of Medicine and the press release. The following is a list of some of the errors made:

1. The headline in the press release is factually incorrect. It is 4 ½ per cent of Quorn eaters that reported a problem after eating Quorn and not 4 ½ per cent of Britons in general.
2. The second paragraph does not accurately reflect the findings of the research. You state: "...approximately 41/2 per cent of people who ate Quorn reported adverse reactions. That was a higher percentage of people than reported allergies to shellfish (three per cent);milk, peanuts and wheat (two per cent)...". Again the percentage of people reporting Quorn allergies was based on a sample of Quorn eaters. The percentage of people reporting allergies to the other food you list was based on a sample of the general population and therefore you were, clearly, not comparing like for like data.
3. You also claim that our data shows that Marlow Foods has 'understated' the rate of reactions to Quorn by a factor of 'roughly 6,000'. We wish to state that Marlow Foods' data was from medical research, whereas our research was public opinion research and

based on self-diagnosis. Therefore the two pieces of research are unlikely to be directly comparable.

We feel that your use of data supplied by us in this manner could be harmful to our reputation and in any event should only have been published with our prior approval. Please could you confirm to us in writing that you will not make any further use of this data or any other data we may provide you in future surveys without our prior approval.

Yours sincerely,

A handwritten signature in cursive script that reads "Tony Mastel". The signature is written in black ink and includes a long, sweeping underline that extends to the right and then curves back down towards the end of the signature.

Tony Mastel

Managing Director, UK Custom Research, TNS
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15 October 2003

Dear Mr. Jacobson,

Thank you for your letter of October 7th and your confirmation that no further press release or publication of data from surveys undertaken by TNS shall be made without TNS's advance approval.

Regarding your reporting of the data, we still maintain that as the incidence of eating each of the foods on the list is less than 100 per cent, the percentages are not presented on a comparable basis. Furthermore, data from a question about allergies is not directly comparable with one asking about problems ever experienced. I should be grateful if you could remove the press release from the CSPI website.

For your information, we mistakenly thought that Marlow Foods' data was based on medical research.

Yours sincerely,

A handwritten signature in black ink that reads 'Tony Mastel' with a long, sweeping underline.

Tony Mastel

Managing Director, UK Custom Research, TNS
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