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January 10, 2023

VIA EMAIL

David Frankel
CEO, ZipDX LLC
dfrankel@zipdx.com

Dear Mr. Frankel:

On behalf of Digital Media Solutions (DMS or the Company), we write in response to your December 8, 2022 letter, your December 20, 2022 email, and your January 10, 2023 email. We had been in the process of finalizing a letter to you when we received your most recent email, which we note has, unfortunately, taken an unnecessarily hostile tone despite what we believe to have been a collaborative exchange thus far. As we've emphasized, the Company takes compliance seriously. In no way does "compliance take[] a back seat." And I reject entirely your unfounded allegation that as DMS's attorney, I am "apparently complicit" in any alleged wrongdoing. We understand your commitment to robocall issues, but such an allegation is, frankly, unprofessional, and I request that you refrain from making ad hominem attacks.

As we also have attempted to make clear, DMS appreciates when legitimate issues are brought to its attention. In that spirit, we have attempted to address the questions raised in your December 8 and December 20 correspondence.

First, you asked for the date of the consent for each of the thirteen numbers listed in our December 5, 2022 letter, and that you explained you have acquired. Based on the Company's review and research thus far, below are the dates a consumer provided consent to call those numbers:

- 2087399022: 07/22/21
- 2249042224: 11/10/22

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- 2282153809: 06/05/21
- 2568882112: 10/18/22
- 4354382804: 08/26/22
- 4403369852: 12/15/21
- 4695223645: 06/17/22
- 7069546234: 07/23/21
- 7175620925: 08/09/22
- 9312992188: 09/10/21
- 9314129257: 06/22/22
- 9414993661: 08/29/21 and 07/22/21
- 9512263595: 07/21/22

A Reassigned Numbers Database scrubbing process also now has been implemented throughout the Company. In transparency, the Company believed the process to have been implemented as of December 23, 2022, but later discovered that due to certain technological and logistical issues implementation had been delayed. As of this writing, however, the Company confirms that the process has been implemented.

Second, you asked for registrations of three entities associated with calls you identified in your November 30, 2022 letter: Advocacy Center (for a call to 19512263595, from 19515022048, on 11/29/22 at 20:38:58 UTC); National Disability (for a call to 19414993661, from 19413004851, on 11/30/22 at 18:07:46 UTC); and Vehicle Care Department (for a call to 14354382804, from 14352547606, on 11/30/22 at 17:32:49 UTC). Advocacy Center is registered in Delaware and Pennsylvania to Digital Media Solutions under its subsidiary Forte Media Solutions, LLC. Neither National Disability nor Vehicle Care Department are DMS entities or trade names.

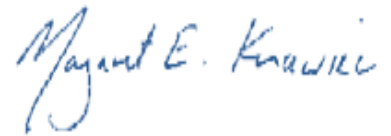
Third, the Company is aware of the Truth in Caller ID Act and the regulations promulgated thereunder. As we've previously noted, the Company is committed to compliance with all applicable laws. DMS does not cause any caller identification service to knowingly transmit misleading or inaccurate caller identification information. And the Company's practices are not done with the intent to or for the purpose of misleading any person, causing harm, wrongfully obtaining something of value, furthering any fraud or wrongful purpose, or otherwise violating any law. DMS objects strenuously to any contrary suggestions. Furthermore, to the extent your questions seek information about attorney-client communications, we respectfully decline to provide any such information.

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Finally, you note that since December 23, 2022, you have received “over a thousand calls...that [you] believe come from DMS.” Can you please let us know the basis for that assertion, including the numbers that have been called, so that the Company properly can investigate your claims?

We thank you again for raising these concerns, and we hope that we can resume a cordial and collaborative dialogue.

Sincerely,

A handwritten signature in blue ink that reads "Margaret E. Krawiec". The signature is written in a cursive style with a large, looping initial 'M'.

Margaret E. Krawiec