



To our Partners -

As some of you may have seen, last week a blogger and anti-education industry activist named David Halpern wrote two posts about a company called EduTrek on his blog. In the posts he made false and libelous allegations against our company and we feel it is important to set the record straight.

First, let's put some context around this blogger. Below are links to a few of his previous posts:

[For-profit College Group APSCU Has Consistently Harbored Fraudulent Schools](#)

[As For-Profit Colleges Fight for Their Right to Abuse Students, It's Obama's Time to Decide](#)

Neutron Interactive does not believe that APSCU is a fraudulent organization, nor do we believe that our private-sector education partners exist to take advantage of and abuse their students.

As far as the specific allegations in Mr. Halpern's posts, we will address the most egregious ones individually.

- 1) Neutron has no current relationship with EduTrek or its affiliated companies. Earlier this year Neutron ran a small data campaign to Edutrek, the relationship was terminated several months ago.
- 2) Neutron does not own, operate, or in any other way work with any sites that purport to offer welfare, food stamps, or any other government services.
- 3) Neutron does not generate education leads on employment or career-based sites. We have always been very clear with our clients that all of our web leads are generated on one of two sites: CollegeOverview.com or FindAnyCollege.com
- 4) While Mr. Halpern avoided explicitly accusing Neutron of this practice, his post implies that gift cards for retailers such as Target and BestBuy were used to incentivize potential students to request information from schools. Neutron does not and has never generated incentivized traffic or leads.

At Neutron Interactive, we have always held ourselves to the highest standards and will continue to operate in the best interests of our clients and their students. I can assure you that all of the leads and services we provide to our customers are fully compliant with TCPA and all other applicable standards. We are pursuing all available legal avenues to address the allegations in this blog.

We would love the opportunity to answer any additional questions or discuss our lead generation services in further detail. As always, we appreciate your partnership and look forward to growing our relationship.

Regards,

Dan Caffee  
CEO