

# EXHIBIT A

## SETTLEMENT AGREEMENT AND RELEASE

This Settlement Agreement and Release (“Agreement”) is made and entered into this \_\_\_ day of August, 2018, by and among (1) Plaintiff, Zoey Bloom (“Plaintiff”), individually and on behalf of the Settlement Class, and (2) Defendant, JC USA, Inc. (“Jenny Craig”), subject to preliminary and final approval as required by Rule 23 of the Federal Rules of Civil Procedure. As provided herein, Plaintiff, Class Counsel and Jenny Craig hereby stipulate and agree that, in consideration of the promises and covenants set forth in this Agreement and upon entry by the Court of a Final Order and Judgment, all claims of the Settlement Class against Jenny Craig in the action titled, *Zoey Bloom v. Jenny Craig, Inc.*, S.D. Fla. Case No. 1:18-cv-21820-KMM (the “Action”), shall be settled and compromised upon the terms and conditions contained herein.

### **I. Recitals**

1. Beginning in or around January 2017, Jenny Craig sent text messages using the TextMagic platform to approximately 628,610 unique mobile telephones (the “Text Messages” or “Jenny Craig Text Messages”).
2. In total, Plaintiff was sent as many as five of the Text Messages.
3. On May 7, 2018, Plaintiff initiated this litigation against Jenny Craig in the United States District Court for the Southern District of Florida alleging violations of the Telephone Consumer Protection Act (“TCPA”), 47 U.S.C. § 227, and seeking, *inter alia*, monetary damages.
4. Jenny Craig denies the allegations asserted in the complaint and further denies any and all liability to Plaintiff or the purported class.
5. On July 10, 2018, the Parties conducted a full-day mediation with mediator Rodney Max, during which the Parties agreed to the principle terms of a resolution of the Action. The

Parties now agree to settle the Action in its entirety, without any admission of liability, with respect to all Released Claims, as defined below. The Parties intend this Agreement to bind Plaintiff, Jenny Craig, and all members of the Settlement Class who do not timely request to be excluded from the Settlement.

**NOW, THEREFORE**, in light of the foregoing, for good and valuable consideration, the receipt of which is hereby mutually acknowledged, the Parties agree, subject to approval by the Court, as follows.

## **II. Definitions**

In addition to the terms defined at various points within this Agreement, the following Defined Terms apply throughout this Agreement:

6. “Action” means *Zoey Bloom v. Jenny Craig, Inc.*, S.D. Fla. Case No. 1:18-cv-21820-KMM.
7. “Jenny Craig” means JC USA, Inc.
8. “Jenny Craig Text Messages” means the text messages sent or caused to be sent by Jenny Craig through the TextMagic platform from January 2017 through the date of class certification.
9. “Claim” or “Claim Form” means a written submission made to the Settlement Administrator by a Settlement Class Member for the purpose of participating as a Settlement Class Claimant in this Action.
10. “Class Counsel” means:

Scott Edelsberg, Esq.  
**EDELSBERG LAW, PA**  
19495 Biscayne Blvd #607  
Aventura, FL 33180

Andrew J. Shamis  
**SHAMIS & GENTILE, P.A.**  
14 N.E. 1<sup>st</sup> Ave., Suite 400  
Miami, FL 33132

Manuel Hiraldo  
**HIRALDO PA**  
401 E. Las Olas Blvd, Suite 1400  
Ft. Lauderdale, Florida 33301

11. “Claims Deadline” means the last day that Settlement Class Members may submit a Claim Form to the Settlement Administrator. The Claims Deadline shall be 15 days after the Final Approval Hearing.
12. “Class Period” means the period from May 7, 2014 through the date of class certification.
13. “Class Representative” means Zoey Bloom.
14. “Court” means the United States District Court for the Southern District of Florida, Miami Division.
15. “Effective Date” means the fifth business day after the last of the following events have occurred:
  - a. The Court has entered without material change the Final Approval Order; and
  - b. The time for seeking rehearing or appellate or other review has expired, and no appeal or petition for rehearing or review has been timely filed; or the Settlement is affirmed on appeal or review without material change, no other appeal or petition for rehearing or review is pending, and the time period during which further petition for hearing, review, appeal, or certiorari could be taken has finally expired and relief from a failure to file same is not available.
16. “Escrow Account” means the account to be established at an institution to be chosen by Class Counsel consistent with the terms and conditions of this Agreement.

17. “Escrow Agent” means Heffler Claims Group, 1515 Market Street, Suite 1700, Philadelphia, PA 19102 (“Heffler Claims”). Class Counsel and Jenny Craig may, by agreement, substitute a different organization as Escrow Agent, subject to approval by the Court if the Court has previously approved the Settlement, preliminarily or finally. In the absence of agreement, either Class Counsel or Jenny Craig may move the Court to substitute a different organization as Escrow Agent upon a showing that the responsibilities of Escrow Agent have not been adequately executed by the incumbent. The Escrow Agent shall administer the Escrow Account.
18. “Final Approval” means the date that the Court enters an order and judgment granting final approval to the Settlement and determines the amount of fees, costs, and expenses awarded to Class Counsel and the amount of a Service Award to the Class Representative. The proposed Final Approval Order, defined below, shall be in a form agreed upon by Class Counsel and Jenny Craig. In the event that the Court issues separate orders addressing the foregoing matters, then Final Approval means the date of the last of such orders.
19. “Final Approval Order” means the order and final judgment that the Court enters upon Final Approval. In the event that the Court issues separate orders addressing the matters constituting Final Approval, then Final Approval Order includes all such orders.
20. “Net Settlement Fund” means the Settlement Fund minus Settlement Costs.
21. “Notice” means the notices of proposed class action settlement that the Parties will ask the Court to approve in connection with the motion for preliminary approval of the Settlement. “Notice Program” means the methods provided for in Section VII of this Agreement for giving the Notice. The forms of the proposed Email Notice, Mailed

Notice and Long-Form Notice agreed upon by Class Counsel and Jenny Craig, subject to Court approval and/or modification, are attached as *EXHIBITS 1-3*.

22. “Notice Administrator” means Heffler Claims Group. Class Counsel and Jenny Craig may, by agreement, substitute a different organization as Notice Administrator, subject to approval by the Court if the Court has previously approved the Settlement preliminarily or finally. In the absence of agreement, either Class Counsel or Jenny Craig may move the Court to substitute a different organization as Notice Administrator upon a showing that the responsibilities of Notice Administrator have not been adequately executed by the incumbent.
23. “Opt-Out Period” means the period that begins the day after the earliest date on which the Notice is first sent, and that ends no later than 30 days prior to the Final Approval Hearing. The deadline for the Opt-Out Period will be specified in the Notice.
24. “Parties” means Plaintiff and Jenny Craig.
25. “Plaintiff” means Zoey Bloom.
26. “Preliminary Approval” means the date that the Court enters, without material change, an order preliminarily approving the Settlement in the form jointly agreed upon by the Parties.
27. “Released Claims” means all claims to be released as specified in this Agreement. The “Releases” mean all of the releases contained in this Agreement.
28. “Released Parties” means those persons released as specified in the Releases.
29. “Releasing Parties” means Plaintiff and all Settlement Class Members who do not timely and properly opt-out of the Settlement, and each of their respective executors, representatives, heirs, predecessors, assigns, beneficiaries, successors, bankruptcy

trustees, guardians, joint tenants, tenants in common, tenants by the entireties, agents, attorneys, and all those who claim through them or on their behalf.

30. "Settlement" means the settlement into which the Parties have entered to resolve the Action.
31. "Settlement Administrator" means Heffler Claims Group. Class Counsel and Jenny Craig may, by agreement, substitute a different organization as Settlement Administrator, subject to approval by the Court if the Court has previously approved the Settlement preliminarily or finally. In the absence of agreement, either Class Counsel or Jenny Craig may move the Court to substitute a different organization as Settlement Administrator upon a showing that the responsibilities of Settlement Administrator have not been adequately executed by the incumbent.
32. "Settlement Class" is defined in paragraph 40 hereof.
33. "Settlement Class Member" means any person included in the Settlement Class as defined in paragraph 40 hereof, who does not opt-out of the Settlement.
34. "Settlement Class Claimant" means any person included in the Settlement Class who files a valid and timely Claim and who does not opt-out of the Settlement.
35. "Settlement Costs" mean all costs incurred by Plaintiff, the Settlement Class and Class Counsel in connection with the Action, including but not limited to, notice and settlement administration costs, expenses advanced by Class Counsel, attorneys' fees awarded to Class Counsel, and any Service Award payable to the Class Representative.
36. "Settlement Fund" means the \$3,000,000 cash fund to be established pursuant to this Agreement.
37. "Settlement Fund Payment" means the cash dollar amount of the Settlement Fund that

each Settlement Class Claimant will receive, which shall be made on a pro rata basis.

38. “Settlement Website” means the website that the Settlement Administrator will establish as soon as practicable following Preliminary Approval, but prior to the commencement of the Notice Program, as a means for members of the Settlement Class to obtain notice of and information about the Settlement, through and including hyperlinked access to this Agreement, the Notice, the order preliminarily approving this Settlement, and such other documents as Class Counsel and Jenny Craig agree to post or that the Court orders posted on the website. These documents shall remain on the Settlement Website at least until Final Approval. The URL of the Settlement Website shall be BloomTCPAsettlement.com or such other URL as Class Counsel and Jenny Craig agree upon in writing.

39. “Tax Administrator” means Heffler Claims Group. Class Counsel and Jenny Craig may, by agreement, substitute a different organization as Tax Administrator, subject to approval by the Court if the Court has previously approved the Settlement preliminarily or finally. In the absence of agreement, either Class Counsel or Jenny Craig may move the Court to substitute a different organization as Tax Administrator upon a showing that the responsibilities of Tax Administrator have not been adequately executed by the incumbent. The Tax Administrator will perform all tax-related services for the Escrow Account as provided in this Agreement.

**III. Certification of the Settlement Class**

40. For settlement purposes only, Plaintiff and Jenny Craig agree to ask the Court to certify the following “Settlement Class,” consisting of approximately 628,610 Settlement Class members, under Rules 23(b)(3) and (e) of the Federal Rules of Civil Procedure:



All persons in the United States and Puerto Rico who received a Text Message or Text Messages on his or her cellular telephone from Jenny Craig through the TextMagic platform during the Class Period.

The following are excluded from the Settlement Class: (1) the trial judge presiding over this case; (2) Jenny Craig, as well as any parent, subsidiary, affiliate or control person of Jenny Craig, and the officers, directors, agents, servants or employees of Jenny Craig; (3) any of the Released Parties; (4) the immediate family of any such person(s); (5) any Settlement Class Member who has timely opted out of this proceeding; and (6) Plaintiff's Counsel, their employees, and their immediate family.

**IV. Settlement Consideration**

41. The total cash consideration to be made available by Jenny Craig for the Settlement shall be \$3,000,000.
42. Approximately \$250,000.00 of the Settlement Fund will be used for costs and fees of the Settlement Administrator and Notice Administrator based on estimates received by Plaintiff's counsel and Jenny Craig, with \$200,000.00 being the minimum amount that shall be spent on such costs and fees. Class Counsel and Jenny Craig shall be jointly responsible for supervising the Settlement Administrator and Notice Administrator. Jenny Craig shall be responsible for payment of the Settlement Administrator's and Notice Administrator's invoices (which payments may be made pursuant to a separate agreement with the Settlement Administrator and Notice Administrator). Jenny Craig's advance payment of the Settlement Fund's costs and fees to the Settlement Administrator and Notice Administrator shall be repaid to Jenny Craig from the Settlement Fund to the extent funds remain available after the first round of Settlement Fund Payments, as described more fully in Section XI below.

**V. Settlement Approval**

43. Upon execution of this Agreement by all Parties, Class Counsel shall promptly move the Court for an Order granting Preliminary Approval of this Settlement (“Preliminary Approval Order”). The proposed Preliminary Approval Order that will be attached to the motion shall be in a form agreed upon by Class Counsel and Jenny Craig. The motion for Preliminary Approval shall request that the Court: (1) approve the terms of the Settlement as within the range of fair, adequate and reasonable; (2) provisionally certify the Settlement Class pursuant to Federal Rule of Civil Procedure 23(b)(3) and (e) for settlement purposes only; (3) approve the Notice Program set forth herein and the form and content of the Notices; (4) approve the Claims process; (5) approve the procedures for Settlement Class Members to exclude themselves from the Settlement Class or to object to the Settlement; (6) stay the Action pending Final Approval of the Settlement; and (7) schedule a Final Approval hearing for a time and date mutually convenient for the Court, Class Counsel and counsel for Jenny Craig, at which the Court will conduct an inquiry into the fairness of the Settlement, determine whether it was made in good faith, and determine whether to approve the Settlement and Class Counsel’s application for attorneys’ fees, costs and expenses and a Service Award to the Class Representative (“Final Approval Hearing”).

**VI. Notice Administrator, Settlement Administrator, Escrow Agent, Tax Administrator**

44. The Notice Administrator and the Settlement Administrator shall administer various aspects of the Settlement as described herein and perform such other functions as are specified elsewhere in this Agreement, including, but not limited to:

- i. obtaining from Class Counsel and Jenny Craig cellular telephone information, and

- to the extent it is available, name, email, and address information, for Settlement Class Members;
- ii. performing reverse telephone number look-ups by cellular telephone number to determine available associated physical addresses that might exist for any Settlement Class Members for whom the Parties do not have email addresses or mailing addresses, and verifying and updating the addresses received through the National Change of Address database when providing Mailed Notice;
  - iii. providing Mailed Notice (to the extent emails are not available);
  - iv. providing Email Notice (to the extent reasonably ascertainable);
  - v. providing Long Form Notice;
  - vi. establishing and maintaining the Settlement Website;
  - vii. establishing and maintaining a post office box for requests for exclusion from the Settlement Class;
  - viii. receiving, evaluating, and processing Claim Forms;
  - ix. advising Settlement Class Members if their Claim Forms are deficient;
  - x. providing weekly reports about the Notice Plan and number and identity of opt-outs (if any) to Class Counsel and Jenny Craig's counsel;
  - xi. establishing and maintaining an automated toll-free telephone line for Settlement Class Members to call with Settlement-related inquiries;
  - xii. responding to any Settlement Class Member inquiries;
  - xiii. processing all requests for exclusion from the Settlement Class;
  - xiv. in advance of the Final Approval Hearing, preparing an affidavit to submit to the Court that identifies each Settlement Class Member who timely and properly

- requested exclusion from the Settlement Class;
- xv. performing the duties of Escrow Agent as described in this Agreement, and any other Settlement-administration-related function at the instruction of Class Counsel and Jenny Craig, including, but not limited to, verifying that Settlement Funds have been distributed as required;
  - xvi. distributing Settlement Fund Payments;
  - xvii. in the event funds remain in the Settlement Fund after distribution of Settlement Fund Payments, repaying Jenny Craig costs and fees advanced to the Settlement Administrator and Notice Administrator, in an amount not to exceed the amount actually paid;
  - xviii. repaying to Jenny Craig the Settlement Fund in the event of a termination of the Settlement pursuant to this Agreement; and
  - xix. performing the duties of Tax Administrator described in this Agreement, and any other Settlement-administration and tax-related function at the instruction of Class Counsel and Jenny Craig.

**VII. Notice to the Settlement Class**

- 45. Upon Preliminary Approval of the Settlement, at the direction of Class Counsel and Jenny Craig, the Notice Administrator shall implement the Notice Program provided herein, using the forms of Notice approved by the Court in the Preliminary Approval Order. The Notice shall include, among other information: a description of the material terms of the Settlement, including how to file a Claim Form, a date by which Settlement Class Members may exclude themselves from or “opt-out” of the Settlement Class; a date by which Settlement Class Members may object to the Settlement; the date upon which

the Final Approval Hearing is scheduled to occur; and the address of the Settlement Website at which Settlement Class Members may access this Agreement and other related documents and information. Class Counsel and Jenny Craig shall insert the correct dates and deadlines in the Notice before the Notice Program commences, based upon those dates and deadlines set by the Court in the Preliminary Approval Order. Any Notices provided under or as part of the Notice Program shall not bear or include the Jenny Craig logo or trademarks or the return address of Jenny Craig, or otherwise be styled to appear to originate from Jenny Craig. At Jenny Craig's request, ownership of the Settlement Website URL shall be transferred to Jenny Craig within 10 days of the date on which operation of the Settlement Website ceases, which shall be three months following distribution of the Net Settlement Fund to Settlement Class Claimants, or such other date as Class Counsel and Jenny Craig may agree upon in writing.

46. The Notice shall include a procedure for Settlement Class Members to opt-out of the Settlement Class. A Settlement Class Member may opt-out of the Settlement Class at any time during the Opt-Out Period. Any Settlement Class Member who does not timely and validly request to opt-out shall be bound by the terms of this Agreement.
47. The Notice shall include a procedure for Settlement Class Members to object to the Settlement and/or to Class Counsel's application for attorneys' fees, costs and expenses and/or a Service Award to the Class Representative. Objections to the Settlement, to the application for fees, costs, expenses and/or for the Service Award must be mailed to the Clerk of the Court, Class Counsel, and Jenny Craig's counsel. For an objection to be considered by the Court, the objection must be submitted no later than the last day of the Opt-Out Period, as specified in the Notice. If submitted by mail, an objection shall be

deemed to have been submitted when posted if received with a postmark date indicated on the envelope, mailed first-class postage prepaid and addressed in accordance with the instructions. If submitted by private courier (*e.g.*, FedEx), an objection shall be deemed to have been submitted on the shipping date reflected on the shipping label.

48. The Parties will include in the motion for Preliminary Approval and draft order the following recommendations to the Court for the requirements for any objections to be valid and considered by the Court:

- a. the name of the Action;
- b. the objector's full name, address and telephone number;
- c. an explanation of the basis upon which the objector claims to be a Settlement Class Member;
- d. all grounds for the objection, accompanied by any legal support for the objection known to the objector or his counsel;
- e. the number of times in which the objector has objected to a class action settlement within the five years preceding the date that the objector files the objection, the caption of each case in which the objector has made such an objection, and a copy of any orders related to or ruling upon the objector's prior such objections that were issued by the trial and appellate courts in each listed case;
- f. the identity of all counsel who represent the objector, including any former or current counsel who may be entitled to compensation for any reason related to the objection to the Settlement or fee application;
- g. the identity of all counsel (if any) representing the objector who will appear at the Final Approval Hearing;

- h. a statement confirming whether the objector intends to personally appear and/or testify at the Final Approval Hearing;
  - i. a list of all persons who will be called to testify at the Final Approval Hearing in support of the objection; and
  - j. the objector's signature (an attorney's signature is not sufficient).
- 49. Notice shall be provided to Settlement Class Members in the following ways: Email Notice (provided addresses are reasonably ascertainable); Mailed Notice in post card form (to the extent email addresses are not available or email notice is unsuccessful); and Long-Form Notice on the Settlement Website and to be sent to Settlement Class Members upon request. Not all Settlement Class Members will receive all forms of Notice.
- 50. The Settlement Administrator shall perform reverse telephone number look ups to the extent necessary, shall run addresses through the National Change of Address Database, and shall, to the extent reasonably possible, mail to all Settlement Class Members for whom the Parties do not have email addresses postcards that contain details about the Settlement ("Initial Mailed Notice").
- 51. The Settlement Administrator shall perform reasonable address traces for all Initial Mailed Notice postcards that are returned as undeliverable. By way of example, a "reasonable" tracing procedure would be to run addresses of returned postcards through the LexisNexis database that can be utilized for such purpose. The Settlement Administrator shall complete the re-mailing of Mailed Notice postcards to those Settlement Class Members whose new addresses were identified as of that time through address traces ("Notice Re-mailing Process"). The Settlement Administrator's continued

efforts in connection with the Notice Re-mailing Process shall not affect or extend any Settlement Class Member's deadlines for objecting or opting out. The Mailed Notice Program (which is composed of both the Initial Mailed Notice and the Notice Re-mailing Process) shall be completed no later than 45 days before the Final Approval Hearing. The Settlement Administrator shall provide Class Counsel and Jenny Craig an affidavit that confirms that the Mailed Notice Program was completed in a timely manner. Class Counsel shall file that affidavit with the Court as an exhibit to or in conjunction with Plaintiff's motion for Final Approval of the Settlement.

52. The Notice Administrator shall administer the Email Notice Program, which shall consist of an email containing the Email Notice sent to all Settlement Class Members for whom the Parties have email information. The Email Notice Program shall be completed no later than 70 days before the Final Approval Hearing. The Notice Administrator shall provide Class Counsel and Jenny Craig with an affidavit that confirms that Email Notice was given in accordance with the Email Notice Program. Class Counsel shall file that affidavit with the Court as an exhibit to or in conjunction with Plaintiff's motion for Final Approval of the Settlement.

53. Within the parameters set forth in this Agreement, further specific details of the Notice Program shall be subject to the agreement of Class Counsel and Jenny Craig.

**VIII. Final Approval Order and Judgment**

54. The Plaintiff's Motion for Preliminary Approval of the Settlement will include a request to the Court for a scheduled date on which the Final Approval Hearing will occur. Plaintiff shall file his Motion for Final Approval of the Settlement, and his application for attorneys' fees, costs and expenses and for a Service Award for the Class Representative,



no later than 30 days prior to the Final Approval Hearing. At the Final Approval Hearing, the Court will hear argument on Plaintiff's Motion for Final Approval of the Settlement, and on Class Counsel's application for attorneys' fees, costs, and expenses and for a Service Award for the Class Representative. In the Court's discretion, the Court also will hear argument at the Final Approval Hearing from any Settlement Class Members (or their counsel) who object to the Settlement or to the fee, cost, expense or Service Award application, provided the objectors submitted timely objections that meet all of the requirements listed in the preliminary approval order and notice.

55. At or following the Final Approval Hearing, the Court will determine whether to enter the Final Approval Order granting Final Approval of the Settlement and entering final judgment thereon, and whether to approve Class Counsel's request for attorneys' fees, costs, expenses, and a Service Award. The proposed Final Approval Order shall be in a form agreed upon by Class Counsel and Jenny Craig. Such proposed Final Approval Order shall, among other things:

- a. Determine that the Settlement is fair, adequate and reasonable;
- b. Finally certify the Settlement Class for settlement purposes only;
- c. Determine that the Notice provided satisfies Due Process requirements;
- d. Enter judgment dismissing the Action with prejudice and without costs, except as set forth in this Agreement;
- e. Bar and enjoin all Releasing Parties from asserting any of the Released Claims, including during any appeal from the Final Approval Order;
- f. Release Jenny Craig and the Released Parties from the Released Claims; and
- g. Reserve the Court's continuing and exclusive jurisdiction over the Parties to this

Agreement for the purpose of administering, supervising, construing and enforcing this Agreement in accordance with its terms.

**IX. Settlement Fund**

56. In exchange for the mutual promises and covenants in this Agreement, including, without limitation, the Releases and the dismissal of the Action upon Final Approval, within 30 calendar days of Preliminary Approval, Jenny Craig shall deposit the Settlement Fund into the Escrow Account.
57. Upon the establishment of the Escrow Account, the Escrow Agent may, but shall not be required to, cause the funds in the Escrow Account to be invested, in whole or in part, in interest-bearing short-term instruments or accounts—to be agreed upon by Class Counsel and Jenny Craig—that are backed by the full faith and credit of the United States Government or that are fully insured by the United States Government or an agency thereof (the “Instruments”). The Escrow Agent may thereafter re-invest the interest proceeds and the principal as they mature in similar Instruments, bearing in mind the liquidity requirements of the Escrow Account to ensure that it contains sufficient cash available to pay all invoices, taxes, fees, costs and expenses, and other required disbursements, in a timely manner. Notwithstanding the foregoing, that portion of the Settlement Fund that the Settlement Administrator reasonably estimates needs to be available on a liquid basis to pay on-going costs of settlement administration, as provided in this Agreement, may be placed in one or more insured accounts that may be non-interest-bearing. Except as otherwise specified herein, the Instruments at all times will remain in the Escrow Account and under the control of the Escrow Agent. The Escrow Agent shall communicate with Class Counsel and counsel for Jenny Craig on at least a

monthly basis to discuss potential cash needs for the following month. All costs or fees incurred in connection with investment of the Settlement Fund in the Instruments shall not constitute a cost of settlement administration to be paid by Jenny Craig, but shall instead be payable out of the Settlement Fund.

58. The Settlement Fund at all times shall be deemed a “qualified settlement fund” within the meaning of United States Treasury Reg. § 1.468B-1. All taxes (including any estimated taxes, and any interest or penalties relating to them) arising with respect to the income earned by the Settlement Fund or otherwise, including any taxes or tax detriments that may be imposed upon Jenny Craig or its counsel, or Plaintiff or Class Counsel, with respect to income earned by the Settlement Fund for any period during which the Settlement Fund does not qualify as a “qualified settlement fund” for the purpose of federal or state income taxes or otherwise (collectively “Taxes”), shall be paid out of the Settlement Fund. Plaintiff and Class Counsel, and Jenny Craig and its counsel, shall have no liability or responsibility for any of the Taxes. The Settlement Fund shall indemnify and hold Plaintiff and Class Counsel, and Jenny Craig and its counsel, harmless for all Taxes (including, without limitation, Taxes payable by reason of any such indemnification).

59. The Settlement Fund shall be used for the following purposes:

- a. Distribution of Settlement Fund Payments to Settlement Class Claimants;
- b. Payment of any Court-ordered award of Class Counsel’s attorneys’ fees, costs, and expenses;
- c. Payment of any Court-ordered Service Award to the Class Representative;
- d. Reimbursement to Jenny Craig for the costs and fees of Settlement

Administration and Notice Administration paid by Jenny Craig;

- e. Payment of any secondary and/or residual distribution, together with any administrative costs associated therewith;
- f. Payment of all Taxes, including, without limitation, taxes owed as a result of accrued interest on the Escrow Account, in a timely manner consistent with the recommendation of the Tax Administrator, subject to approval by Class Counsel and Jenny Craig; and
- g. Payment of additional fees, costs and expenses not specifically enumerated in subparagraphs (a) through (g) of this paragraph, subject to approval of Class Counsel and Jenny Craig.

**X. Calculation of Distributions from Settlement Fund**

60. Each Settlement Class Member who timely files with the Settlement Administrator a valid Claim Form shall automatically receive a cash distribution payable by check. The amount of each cash distribution shall be determined by the following formula:  $\text{Net Settlement Fund divided by total number of Settlement Class Members} = \text{Settlement Fund Payment}$ .

**XI. Distribution of Settlement Fund, Disposition of Residual Funds**

61. The Settlement Administrator shall distribute the funds in the Settlement Fund in the following order and within the time period set forth with respect to each such payment:
- a. First, to the Class Representative any Service Award and to Class Counsel any attorneys' fees and costs ordered by the Court, subject to the following:
    - a. If the Final Approval Order as issued by the Court has no objections to the Settlement, the payment of the Service Award and any attorneys' fees and costs

shall made by the Settlement Administrator within ten days of the Final Approval Order; or

- b. In all other cases, the payment of the Service Award and attorneys' fees and costs shall be made within ten days of the Effective Date.
- b. Next, no later than 45 days following the Effective Date, the Settlement Class Claimants shall be sent their Settlement Fund Payments;
- c. Next, four months after the date the Settlement Administrator mails the first round of Settlement Fund Payments, any residual funds in the Settlement Fund shall be distributed as follows:
  - i. First, any residual funds shall be paid to Jenny Craig to reimburse it for the actual fees and costs it incurred and paid to the Notice Administrator and Settlement Administrator in connection with the Settlement;
  - ii. Second, the funds shall be distributed on a *pro rata* basis to participating Settlement Class Claimants who received and cashed Settlement Fund Payments, to the extent feasible and practical in light of the costs of administering such subsequent payments based on the judgment of Class Counsel and counsel for Jenny Craig, unless other specific reasons exist that would make such further distributions impossible or unfair;
  - iii. Third, in the event the costs of preparing, transmitting and administering such subsequent payments are not feasible and practical to make individual distributions or other specific reasons exist that would make such further distributions impossible or unfair, Class Counsel and Jenny Craig shall file recommendations with the Court for distribution of the residual funds consistent

with the American Law Institute, *Principles of Aggregate Litigation* § 3.07(c), together with supporting materials. The Court shall have the discretion to approve, deny, amend or modify, in whole or in part, the proposed recommendations for distribution of the residual funds in a manner consistent with the American Law Institute, *Principles of Aggregate Litigation* § 3.07(c). The Parties agree that any residual funds shall not be used for any litigation purpose or to disparage any Party. The Parties further agree that the Court's approval, denial, amendment or modification, in whole or in part, of the recommendations for distribution of the residual funds pursuant to this paragraph shall not constitute grounds for termination of the Settlement pursuant to this Agreement; and

- iv. All costs associated with the disposition of residual funds – whether through additional distributions to Settlement Class Claimants and/or through an alternative plan approved by the Court – shall be borne solely by the Settlement Fund. Under no circumstances shall Jenny Craig be responsible for any costs associated with the disposition of residual funds, whether through additional distributions to Settlement Class Claimants or through an alternative plan approved by the Court.

**XII. Claims Process**

- 62. Each member of the Settlement Class who does not timely opt-out from the Settlement shall be a Settlement Class Member and entitled to make a Claim. Each Settlement Class Member shall be entitled to make one Claim per associated unique cellular telephone number that received a Jenny Craig Text Message, regardless of the number of Jenny

Craig Text Messages the Settlement Class Member received.

63. To make a Claim, Settlement Class Members must submit by the Claims Deadline a valid and timely Claim Form, a copy of which is attached hereto as *EXHIBIT 4* (and incorporated into the Mailed Notice and Email Notice), by U.S. mail or through the Settlement Website. The Claim Form shall contain the Settlement Class Member's: (1) name; (2) current address; (3) cellular telephone number(s) at which she or he was sent a Jenny Craig Text Message; (4) a current contact telephone number; and (5) a signed verification swearing to the truth of the information provided. If a Settlement Class Member fails to fully complete a Claim Form, the Claim Form will be invalid and rejected by the Settlement Administrator. The Settlement Administrator will then attempt to notify the Settlement Class Member that his or her Claim Form was deficient and rejected. Any Settlement Class Member who submits an incomplete or inaccurate Claim Form shall be permitted to re-submit a Claim Form by the later of the Claims Deadline or 15 days of the sending of notice of the defect by the Settlement Administrator.
64. Settlement Fund Payments shall be sent to Settlement Class Claimants by the Settlement Administrator via U.S. mail to the address listed in the Claim Form. If any Settlement Fund Payments are returned, the Settlement Administrator shall attempt to verify the accuracy of the mailing address for that Settlement Class Claimant against the information provided in the Claim Form and attempt a second mailing if appropriate. No further efforts need be taken by the Settlement Administrator to resend the check. Each Settlement Fund Payment will be negotiable for 90 days after it is issued.

### **XIII. Releases**

65. Upon the Effective Date of the Settlement, Plaintiff and all Settlement Class Members,

each on behalf of himself or herself and on behalf of his or her respective heirs, assigns, beneficiaries, and successors, shall automatically be deemed to have fully and irrevocably released and forever discharged Jenny Craig and each of its present and former parents, subsidiaries, divisions, affiliates, predecessors, successors and assigns, and the present and former directors, officers, employees, insurers, shareholders, attorneys, advisors, consultants, representatives, partners, joint venturers, agents, independent contractors, text messaging service providers, wholesalers, resellers, distributors, retailers, predecessors, successors, and assigns of each of them (collectively the “Released Parties”), of and from any and all liabilities, rights, claims, actions, causes of action, demands, damages, costs, attorneys’ fees, losses, and remedies, whether known or unknown, existing or potential, suspected or unsuspected, liquidated or unliquidated, legal, statutory, or equitable, that result from, arise out of, are based upon, or relate to the conduct, omissions, duties or matters at any time from the beginning of the Class Period through the date an order preliminary approving the Settlement Agreement is entered by the Court, that were or could have been claimed, raised, or alleged in this Action to the extent they arise from or relate to text messages sent by or on behalf of Jenny Craig.

**XIV. Payment of Attorneys’ Fees, Costs, and Service Awards**

66. Jenny Craig agrees not to oppose Class Counsel’s request for attorneys’ fees of up to 30% of the Settlement Fund and not to oppose Class Counsel’s request for reimbursement of costs and expenses. Any award of attorneys’ fees, costs, and expenses to Class Counsel shall be payable solely out of the Settlement Fund. The determination of Class Counsel’s request for attorneys’ fees shall be based on controlling Eleventh Circuit precedent involving the award of fees in common fund class actions and not based



on state law. The Parties agree that the Court's failure to approve, in whole or in part, any award for attorneys' fees shall not prevent the Settlement from becoming effective, nor shall it be grounds for termination.

67. The Escrow Agent shall pay from the Settlement Fund to Class Counsel all Court-approved attorneys' fees, costs, and expenses of Class Counsel. Jenny Craig shall have no responsibility for any allocation, and no liability whatsoever to any person or entity claiming any share of the funds to be distributed.
68. Class Counsel will ask the Court to approve a Service Award of \$4,500.00. The Service Award is to be paid from the Settlement Fund. The Service Award shall be paid to the Class Representative in addition to the Class Representative's Settlement Fund Payment. Jenny Craig agrees not to oppose Class Counsel's request for the Service Award.
69. The Parties negotiated and reached agreement regarding attorneys' fees and costs, and the Service Award, only after reaching agreement on all other material terms of this Settlement.

**XV. Termination of Settlement**

70. This Settlement may be terminated by either Class Counsel or Jenny Craig by serving on counsel for the opposing Party and filing with the Court a written notice of termination within 30 days (or such longer time as may be agreed in writing between Class Counsel and Jenny Craig) after any of the following occurrences:
  - a. the Court fails to preliminarily approve the Settlement within 180 days after filing of the motion for preliminary approval, or fails to finally approve the Settlement within 360 days of Preliminary Approval by the Court;
  - b. the Court rejects, materially modifies, materially amends or changes the

Settlement;

- c. an appellate court vacates or reverses the Final Approval Order, and the Settlement is not reinstated and finally approved without material change by the Court on remand within 270 days of such reversal;
- d. the Effective Date does not occur.

**XVI. Effect of a Termination**

- 71. In the event of a termination, this Agreement shall be considered null and void; all of Plaintiff's, Class Counsel's, and Jenny Craig's obligations under the Settlement shall cease to be of any force and effect; the amounts in the Settlement Fund shall be returned to Jenny Craig; and the Parties shall return to the status *quo ante* in the Action as if the Parties had not entered into this Agreement. In addition, in the event of such a termination, all of the Parties' respective pre-Settlement rights, claims and defenses will be retained and preserved.
- 72. In the event of a termination as, and after payment of any invoices or other fees or expenses mentioned in this Agreement that have been incurred and are due to be paid by Jenny Craig, pursuant to its obligation to pay settlement expenses directly, the Escrow Agent shall return the balance of the Settlement Fund to Jenny Craig within 5 business days of termination.
- 73. The Settlement shall become effective on the Effective Date unless earlier terminated.
- 74. In the event the Settlement is terminated, any discussions, offers, or negotiations associated with this Settlement shall not be discoverable or offered into evidence or used in the Action or any other action or proceeding for any purpose. In such event, all Parties to the Action shall stand in the same position as if this Agreement had not been

negotiated, made or filed with the Court.

**XVII. No Admission of Liability**

75. Jenny Craig continues to dispute its liability for the claims alleged in the Action, and maintains that its complied, at all times, with applicable laws and regulations. Jenny Craig does not by this Agreement or otherwise admit any liability or wrongdoing of any kind. Jenny Craig has agreed to enter into this Agreement to avoid the further expense, inconvenience, and distraction of burdensome and protracted litigation, and to be completely free of any further claims that were asserted or could have been asserted in the Action.
76. Class Counsel believes that the claims asserted in the Action have merit, and they have examined and considered the benefits to be obtained under the proposed Settlement set forth in this Agreement, the risks associated with the continued prosecution of this complex, costly and time-consuming litigation, and the likelihood of success on the merits of the Action. Class Counsel fully investigated the facts and law relevant to the merits of the claims.
77. Class Counsel concluded that the proposed Settlement set forth in this Agreement is fair, adequate, reasonable, and in the best interests of the Settlement Class.
78. The Parties understand and acknowledge that this Agreement constitutes a compromise and settlement of disputed claims. No action taken by the Parties either previously or in connection with the negotiations or proceedings connected with this Agreement shall be deemed or construed to be an admission of the truth or falsity of any claims or defenses heretofore made, or an acknowledgment or admission by any party of any fault, liability or wrongdoing of any kind whatsoever.

79. Neither the Settlement, nor any act performed or document executed pursuant to or in furtherance of the Settlement: (a) is or may be deemed to be, or may be used as, an admission of, or evidence of, the validity of any claim made by the Plaintiff or Settlement Class Members, or of any wrongdoing or liability of the Released Parties; or (b) is or may be deemed to be, or may be used as, an admission of, or evidence of, any fault or omission of any of the Released Parties, in the Action or in any proceeding in any court, administrative agency or other tribunal.
80. In addition to any other defenses Jenny Craig may have at law, in equity, or otherwise, to the extent permitted by law, this Agreement may be pleaded as a full and complete defense to, and may be used as the basis for an injunction against, any action, suit or other proceeding that may be instituted, prosecuted or attempted in breach of this Agreement or the Releases contained herein.

**XVIII. Miscellaneous Provisions**

81. Gender and Plurals. As used in this Agreement, the masculine, feminine or neuter gender, and the singular or plural number, shall each be deemed to include the others whenever the context so indicates.
82. Binding Effect. This Agreement shall be binding upon, and inure to the benefit of, the successors and assigns of the Releasing Parties and the Released Parties.
83. Cooperation of Parties. The Parties to this Agreement agree to cooperate in good faith to prepare and execute all documents, to seek Court approval, uphold Court approval, and do all things reasonably necessary to complete and effectuate the Settlement described in this Agreement. This obligation of the Parties to support and complete the Settlement shall remain in full force and effect regardless of events that may occur.

84. Obligation To Meet And Confer. Before filing any motion in the Court raising a dispute arising out of or related to this Agreement, the Parties shall consult with each other and certify to the Court that they have consulted.
85. Integration. This Agreement constitutes a single, integrated written contract expressing the entire agreement of the Parties relative to the subject matter hereof. No covenants, agreements, representations, or warranties of any kind whatsoever have been made by any Party hereto, except as provided for herein.
86. No Conflict Intended. Any inconsistency between the headings used in this Agreement and the text of the paragraphs of this Agreement shall be resolved in favor of the text.
87. Governing Law. Except as otherwise provided herein, the Agreement shall be construed in accordance with, and be governed by, the laws of the State of Florida, without regard to the principles thereof regarding choice of law.
88. Counterparts. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument, even though all Parties do not sign the same counterparts. Original signatures are not required. Any signature submitted by facsimile or through email of an Adobe PDF shall be deemed an original.
89. Jurisdiction. The Court shall retain jurisdiction over the implementation, enforcement, and performance of this Agreement, and shall have exclusive jurisdiction over any suit, action, proceeding or dispute arising out of or relating to this Agreement that cannot be resolved by negotiation and agreement by counsel for the Parties. The Court shall retain jurisdiction with respect to the administration, consummation and enforcement of the Agreement and shall retain jurisdiction for the purpose of enforcing all terms of the

Agreement. The Court shall also retain jurisdiction over all questions and/or disputes related to the Notice program, the Settlement Administrator, the Notice Administrator, the Tax Administrator, and the Escrow Agent.

90. Modification and Amendment. This Agreement may not be amended or modified, except by a written instrument signed by Class Counsel and counsel for Jenny Craig and, if the Settlement has been approved preliminarily by the Court, approved by the Court.
91. No Waiver. The waiver by any Party of any breach of this Agreement by another Party shall not be deemed or construed as a waiver of any other breach, whether prior, subsequent, or contemporaneous, of this Agreement.
92. Authority. Class Counsel (for the Plaintiff and the Settlement Class Members), and counsel for Jenny Craig (for Jenny Craig), represent and warrant that the persons signing this Agreement on their behalf have full power and authority to bind every person, partnership, corporation or entity included within the definitions of Plaintiff and Jenny Craig to all terms of this Agreement. Any person executing this Agreement in a representative capacity represents and warrants that he or she is fully authorized to do so and to bind the Party on whose behalf he or she signs this Agreement to all of the terms and provisions of this Agreement.
93. Agreement Mutually Prepared. Neither Jenny Craig nor Plaintiff shall be considered to be the drafter of this Agreement or any of its provisions for the purpose of any statute, case law, or rule of interpretation or construction that would or might cause any provision to be construed against the drafter of this Agreement.
94. Independent Investigation and Decision to Settle. The Parties understand and acknowledge that they: (a) have performed an independent investigation of the

allegations of fact and law made in connection with this Action; and (b) that even if they may hereafter discover facts in addition to, or different from, those that they now know or believe to be true with respect to the subject matter of the Action as reflected in this Agreement, that will not affect or in any respect limit the binding nature of this Agreement. Jenny Craig has provided and is providing information that Plaintiff reasonably requests to identify Settlement Class Members. It is the Parties' intention to resolve their disputes in connection with this Action pursuant to the terms of this Agreement now and thus, in furtherance of their intentions, the Agreement shall remain in full force and effect notwithstanding the discovery of any additional facts or law, or changes in law, and this Agreement shall not be subject to rescission or modification by reason of any changes or differences in facts or law, subsequently occurring or otherwise.

95. Receipt of Advice of Counsel. Each Party acknowledges, agrees, and specifically warrants that he, she or it has fully read this Agreement and the Release, received independent legal advice with respect to the advisability of entering into this Agreement and the Release and the legal effects of this Agreement and the Release, and fully understands the effect of this Agreement and the Release.
96. Class Counsel will return or destroy all copies of discovery and settlement/mediation materials obtained in this litigation from Defendants or third parties within thirty (30) days after the Effective Date.

(signatures on following page)

Date: Aug 3, 2018

  
Zoey Bloom (Aug 3, 2018)

Zoey Bloom  
*Plaintiff*

Dated: 8/3/18



Manuel S. Hiraldo  
*Class Counsel*

Dated: \_\_\_\_\_

JC USA, Inc.  
*Defendant*

Dated: \_\_\_\_\_

David Jay  
*Counsel for JC USA, Inc..*





Date: \_\_\_\_\_

\_\_\_\_\_  
Zoey Bloom  
*Plaintiff*

Dated: \_\_\_\_\_

\_\_\_\_\_  
Manuel S. Hiraldo  
*Class Counsel*

Dated: \_\_\_\_\_

\_\_\_\_\_  
JC USA, Inc.  
*Defendant*

Dated: 8/7/18 \_\_\_\_\_

  
\_\_\_\_\_  
David Jay  
*Counsel for JC USA, Inc..*

Date: \_\_\_\_\_

\_\_\_\_\_  
Zoey Bloom  
*Plaintiff*

Dated: \_\_\_\_\_

\_\_\_\_\_  
Manuel S. Hiraldo  
*Class Counsel*

Dated: 8/7/18 \_\_\_\_\_

  
\_\_\_\_\_  
JC USA, Inc.  
*Defendant*

Dated: \_\_\_\_\_

\_\_\_\_\_  
David Jay  
*Counsel for JC USA, Inc..*

# EXHIBIT 1

You Are Receiving this Notice Because Jenny Craig May Have  
Incorrectly Sent You a Text Message.

**You May Be Entitled to a Payment from a Class Action Settlement**

*Si desea recibir esta notificación en español, llámenos o visite nuestra página web.*

A settlement has been reached in a class action lawsuit claiming that Jenny Craig sent certain text messages impermissibly to wireless telephone numbers without consent of the recipients in violation of the Telephone Consumer Protection Act, 47 U.S.C. § 227. Jenny Craig denies the allegations in the lawsuit, and the Court has not decided who is right.

**Who's Included?** You received this email because Jenny Craig's records show that you may be a Settlement Class Member. The Settlement includes all persons in the United States who received one or more text messages sent by or on behalf of Jenny Craig from May 7, 2014 through xxxxx, 2018.

**What Are the Settlement Terms?** Jenny Craig has agreed to pay \$3 million to create a fund that will be used to pay individuals who submit valid Claims, Settlement Administration and Notice Administration costs, attorneys' fees, a Service Award to the Class Representative, and costs and expenses of the litigation. The cash payments from the Settlement Fund will be distributed on a pro rata basis to Settlement Class Members who submit a valid Claim. Only one Claim is allowed per Settlement Class Member for each mobile telephone number texted.

**How Can I Get a Payment?** To get a payment, you must submit a Claim Form online at [www.bloomtcpasettlement.com](http://www.bloomtcpasettlement.com) or by U.S. mail to **Bloom v Jenny Craig Settlement, c/o Settlement Administrator, PO Box #####, Philadelphia, PA #####-####**. If you send in a Claim Form by regular mail, it must be postmarked on or before **xxxxxx, 2018**. The deadline to file a Claim online is **11:59 p.m. EST on xxxxxx, 2018**.

**Your Other Options.** If you do not want to be legally bound by the Settlement, you must exclude yourself by **xxxxxx, 2018**. If you do not exclude yourself, you will release any claims you may have, as more fully described in the Settlement Agreement, available at the Settlement Website. You may object to the Settlement by **xxxxxx, 2018**. The Long Form Notice available on the Settlement Website listed below explains how to exclude yourself or object. The Court will hold a Final Approval Hearing on **xxxxxx, 2018** to consider whether to approve the Settlement, a request for attorneys' fees of up to 30% of the Settlement Fund, and a Service Award of \$4,500 to the Class Representative. You may appear at the hearing, either yourself or through an attorney you hire, but you don't have to. For more information, call or visit the Settlement Website.

[www.bloomtcpasettlement.com](http://www.bloomtcpasettlement.com)

**1-888-xxx-xxxx**

# EXHIBIT 2



You Are Receiving This Notice Because Jenny Craig May Have Incorrectly Sent You a Text Message. You May Be Entitled to a Payment from a Class Action Settlement.

Si desea recibir esta notificación en español, llámenos o visite nuestra página web. S599\_v04

A settlement has been reached in a class action lawsuit claiming that Jenny Craig sent certain text messages impermissibly to wireless telephone numbers without consent of the recipients in violation of the Telephone Consumer Protection Act, 47 U.S.C. § 227. Jenny Craig denies the allegations in the lawsuit and the Court has not decided who is right.

Who is Included? You received this postcard because Jenny Craig's records show that you may be a Settlement Class Member. The Settlement includes all persons in the United States who received one or more text messages sent by or on behalf of Jenny Craig from May 7, 2014 through xxxxxxx, 2018.

What Are the Settlement Terms? Jenny Craig has agreed to pay \$3 million to create a fund that will be used to pay individuals who submit valid Settlement Administration and Notice Administration costs, Claims, attorneys' fees, a Service Award to the Class Representative, and costs and expenses of the litigation. The cash payments from the Settlement Fund will be distributed on a pro rata basis to Settlement Class Members who submit a valid Claim. Only one Claim is allowed per Settlement Class Member for each mobile telephone number texted.

How Can I Get a Payment? To get a payment you must submit a Claim Form online at www.bloomtcpasettlement.com or by U.S. mail on the attached tear-off Claim Form with pre-paid postage included with this notice. If you send in a Claim Form by regular mail, it must be postmarked on or before xxxxxx, 2018. The deadline to file a Claim online is 11:59 p.m. EST on xxxxxx, 2018.

Your Other Options. If you do not want to be legally bound by the Settlement, you must exclude yourself by xxxxxx, 2018. If you do not exclude yourself, you will release any claims you may have, as more fully described in the Settlement Agreement, available at the Settlement Website. You may object to the Settlement by xxxxxx, 2018. The Long Form Notice available on the website listed below explains how to exclude yourself or object. The Court will hold a Final Approval Hearing on xxxxxx, 2018 to consider whether to approve the Settlement and a request for attorneys' fees of up to 30% of the Settlement Fund and for a Service Award of \$4,500 to the Class Representative. The Motion for these fees and expenses will be posted on the Settlement Website when they are filed with the Court. You may appear at the hearing, either yourself or through an attorney hired by you, but you don't have to. For more information, call or visit the website.

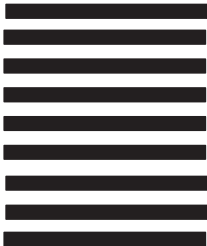
www.bloomtcpasettlement.com 1-888-xxx-xxxx



NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL FIRST-CLASS MAIL PERMIT NO 581 PORTLAND OR

POSTAGE WILL BE PAID BY ADDRESSEE



Bloom v Jenny Craig Settlement c/o Settlement Administrator PO Box ##### Philadelphia, PA #####-####





# EXHIBIT 3

UNITED STATES DISTRICT COURT FOR  
THE SOUTHERN DISTRICT OF FLORIDA

## You Are Receiving this Notice Because Jenny Craig May Have Incorrectly Sent You a Text Message. You May Be Entitled to a Payment from a Class Action Settlement.

*A federal court authorized this Notice. You are not being sued. This is not a solicitation from a lawyer.*

- A Settlement<sup>1</sup> has been reached in a class action lawsuit about whether Jenny Craig sent certain text messages impermissibly to mobile telephone numbers without prior express written consent of the recipients in violation of the Telephone Consumer Protection Act, 47 U.S.C. § 227 (“TCPA”). Jenny Craig denies the allegations in the lawsuit and the Court has not decided who is right.
- The Settlement offers payments to Settlement Class Members who file valid Claims.
- Your legal rights are affected whether you act or do not act. Read this Notice carefully.

YOUR LEGAL RIGHTS AND OPTIONS IN THIS SETTLEMENT	
SUBMIT A CLAIM FORM	If you are a member of the Settlement Class, you must submit a completed Claim Form to receive a payment. If the Court approves the Settlement and it becomes final and effective, and you remain in the Settlement Class, you will receive your payment by check.
EXCLUDE YOURSELF	You may request to be excluded from the Settlement and if you do, you will receive no benefits from the Settlement.
OBJECT	Write to the Court if you do not like the Settlement.
GO TO A HEARING	Ask to speak in court about the fairness of the Settlement.
DO NOTHING	You will not receive a payment if you fail to timely submit a completed Claim Form, and you will give up your right to bring your own lawsuit against Jenny Craig about the Claims in this case.

- These rights and options—**and the deadlines to exercise them**—are explained in this Notice.
- The Court in charge of this case still has to decide whether to approve the Settlement. If it does, and after any appeals are resolved, benefits will be distributed to those who submit qualifying Claim Forms. Please be patient.

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<sup>1</sup> Capitalized terms herein have the same meanings as those defined in the Settlement Agreement, a copy of which may be found online at the Settlement Website below.

**WHAT THIS NOTICE CONTAINS**

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- 3. What is the Telephone Consumer Protection Act?
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- 5. Why is there a settlement?

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## BASIC INFORMATION

### Why is there a Notice?

A court authorized this Notice because you have a right to know about a proposed Settlement of a class action lawsuit known as *Zoey Bloom, on behalf of herself and all others similarly situated, v. Jenny Craig, Inc.*, Case No. 1:18-cv-21820 and about all of your options before the Court decides whether to give Final Approval to the Settlement. This Notice explains the lawsuit, the Settlement, and your legal rights.

Judge Michael Moore of the United States District Court, Southern District of Florida is overseeing this case. The person who sued, Zoey Bloom, is called the “Plaintiff.” Jenny Craig is called the “Defendant.”

### What is this litigation about?

The lawsuit alleges that Jenny Craig sent text messages to Plaintiff’s wireless telephone number without prior express written consent in violation of the Telephone Consumer Protection Act 47 U.S.C. § 227 (“TCPA”) and seeks actual and statutory damages under the TCPA on behalf of the named Plaintiff and a class of all individuals in the United States.

Jenny Craig denies each and every allegation of wrongdoing, liability, and damages that were or could have been asserted in the litigation and that the claims in the litigation would be appropriate for class treatment if the litigation were to proceed through trial.

The Plaintiff’s Complaint, Settlement Agreement, and other case-related documents are posted on the Settlement Website, [www.bloomtcpasettlement.com](http://www.bloomtcpasettlement.com). The Settlement resolves the lawsuit. The Court has not decided who is right.

### What is the Telephone Consumer Protection Act?

The Telephone Consumer Protection Act (commonly referred to as the “TCPA”) is a federal law that restricts telephone solicitations and the use of automated telephone equipment. The Plaintiff here alleged that Jenny Craig sent marketing text messages to individuals without the requisite prior written consent in violation of the TCPA.

### Why is this a class action?

In a class action, one person called the “Class Representative” (in this case, Plaintiff Zoey Bloom) sues on behalf of himself and other people with similar claims.

All of the people who have claims similar to the Plaintiffs are members of the Settlement Class, except for those who exclude themselves from the class.

### Why is there a settlement?

The Court has not found in favor of either Plaintiff or Jenny Craig. Instead, both sides have agreed to a settlement. By agreeing to the Settlement, the parties avoid the costs and uncertainty of a trial, and if the Settlement is approved by the Court, Settlement Class Claimants will receive the benefits described in this Notice. Jenny Craig denies all legal claims in this case. Plaintiff and his lawyers think the proposed Settlement is best for everyone who is affected.

## WHO IS PART OF THE SETTLEMENT

Who is included in the Settlement?

The Settlement includes all persons in the United States who received one or more text messages sent by or on behalf of Jenny Craig from May 7, 2014 through xxxxxx, 2018. These people are called the “Settlement Class” or “Settlement Class Members.”

Excluded from the Settlement Class are (A) Defendant, Defendant’s officers, Defendant’s directors, and their immediate family members; (B) Class Counsel; and (C) the judges who have presided over the litigation and their immediate family members.

What if I am not sure whether I am included in the Settlement?

If you are not sure whether you are in the Settlement Class or have any other questions about the Settlement, visit the Settlement Website at [www.bloomtcpasettlement.com](http://www.bloomtcpasettlement.com) or call the toll-free number, 1-888-xxx-xxxx. You also may send questions to the Settlement Administrator at Bloom v Jenny Craig Settlement, c/o Settlement Administrator, PO Box #####, Philadelphia, PA #####-####.

## THE SETTLEMENT BENEFITS

What does the Settlement provide?

Jenny Craig has agreed to pay \$3,000,000 to create a cash Settlement Fund. The Settlement Fund will be used to pay an attorneys’ fee award and a Service Award to the Class Representative. The remaining Net Settlement Fund shall be distributed as cash payments to Settlement Class Members who submit valid Claims. The cash payments will be distributed on a pro rata basis to Settlement Class Members depending on the number of valid Claims filed. Each Settlement Class Member may file one Claim and receive one cash payment for each mobile telephone number texted.

How do I file a Claim?

If you qualify for a cash payment, you must complete and submit a valid Claim Form. You can file your Claim Form online at [www.bloomtcpasettlement.com](http://www.bloomtcpasettlement.com) or download a Claim Form from the Settlement Website and send it by U.S. Mail to the address below. The deadline to file a Claim online or via mail is **11:59 p.m. EST on xxxx, 2018**.

If you received a Claim Form in the mail with a postcard summary of this Notice, simply complete, sign, and mail the form by U.S. Mail to the address below. The postage is pre-paid and there is no need for a stamp.

Claim Forms submitted by mail must be postmarked on or before **xxxx, 2018** to:

Bloom v Jenny Craig Settlement  
c/o Settlement Administrator  
PO Box #####  
Philadelphia, PA #####-####

No matter which method you choose to file your Claim Form, please read the Claim Form carefully and provide all the information required. Only one Claim Form may be submitted per Settlement Class Member.

When will I receive my payment?

Payments to Settlement Class Members will be made only after the Court grants Final Approval to the Settlement and after any appeals are resolved (*see* “Final Approval Hearing” below). If there are appeals, resolving them can take time. Please be patient.

### EXCLUDING YOURSELF FROM THE SETTLEMENT

If you do not want benefits from the Settlement, and you want to keep the right to sue or continue to sue Jenny Craig on your own about the legal issues in this case, then you must take steps to get out of the Settlement. This is called excluding yourself—or it is sometimes referred to as “opting out” of the Settlement Class.

How do I get out of the Settlement?

To exclude yourself from the Settlement, you must send a timely letter by mail to:

Bloom v Jenny Craig Settlement  
c/o Settlement Administrator  
PO Box #####  
Philadelphia, PA #####-####

Your request to be excluded from the Settlement must be personally signed by you under penalty of perjury and contain a statement that indicates your desire to be “excluded from the Settlement Class” and that, absent of excluding yourself or “opting out,” you are “otherwise a member of the Settlement Class.”

Your exclusion request must be postmarked no later than **xxxxx, 2018**. You cannot ask to be excluded on the phone, by email, or at the Settlement Website.

You may opt out of the Settlement Class only for yourself.

If I do not exclude myself, can I sue Jenny Craig for the same thing later?

No. Unless you exclude yourself, you give up the right to sue Jenny Craig for the claims that the Settlement resolves. You must exclude yourself from this Settlement Class in order to pursue your own lawsuit.

What am I giving up to stay in the Settlement Class?

Unless you opt out of the Settlement, you cannot sue or be part of any other lawsuit against Jenny Craig about the issues in this case, including any existing litigation, arbitration, or proceeding. Unless you exclude yourself, all of the decisions and judgments by the Court will bind you.

The Settlement Agreement is available at [www.bloomtcpasettlement.com](http://www.bloomtcpasettlement.com). The Settlement Agreement provides more detail regarding the Releases and describes the Released Claims with specific descriptions in necessary, accurate legal terminology, so read it carefully. You can talk to the law firms representing the Settlement Class listed in Question 15 for free, or you can, at your own expense, talk to your own lawyer if you have any questions about the Released Claims or what they mean.

If I exclude myself, can I still get a payment?

No. You will not get a payment from the Settlement Fund if you exclude yourself from the Settlement.

## THE LAWYERS REPRESENTING YOU

Do I have a lawyer in the case?

The Court has appointed the following lawyers as “Class Counsel” to represent all members of the Settlement Class.

Andrew Shamis  
**Shamis & Gentile, P.A.**

Manuel Hiraldo  
**Hiraldo P.A.**

Scott Edelsberg  
**Edelsberg Law, P.A.**

You will not be charged for these lawyers. If you want to be represented by another lawyer, you may hire one to appear in Court for you at your own expense.

How will the lawyers be paid?

Class Counsel intend to request up to 30% of the value of the Settlement for attorneys’ fees plus reimbursement of reasonable, actual out-of-pocket expenses incurred in the litigation. The fees and expenses awarded by the Court will be paid out of the Settlement Fund. The Motion for these fees and expenses will be posted on the Settlement Website when they are filed with the Court. The Court will decide the amount of fees and expenses to award.

Class Counsel will also request that a Service Award of \$4,500.00 be paid from the Settlement Fund to the Class Representative for her service as representative on behalf of the whole Settlement Class.

## OBJECTING TO THE SETTLEMENT

How do I tell the Court if I do not like the Settlement?

If you are a Settlement Class Member (and do not exclude yourself from the Settlement Class), you can object to any part of the Settlement. To object, you must timely submit a letter that includes the following:

- 1) A heading that includes the case name and case number—*Zoey Bloom, on behalf of herself and all others similarly situated, v. Jenny Craig Inc.*, Case No. 1:18-cv-21820.
- 2) Your name, address, telephone number, the cell phone number at which you received text messages from Jenny Craig from May 7, 2014 through xxxxx, 2018, and if represented by counsel, the name, bar number, address, and telephone number of your counsel;
- 3) A signed statement stating, under penalty of perjury, that you received one or more text messages sent by or on behalf of Jenny Craig from May 7, 2014 through xxxxxxxx, 2018 and are a member of the Settlement Class;

- 4) A statement of all your objections to the Settlement including your legal and factual basis for each objection;
- 5) A statement of whether you intend to appear at the Final Approval Hearing, either with or without counsel, and if with counsel, the name of your counsel who will attend;
- 6) The number of times in which your counsel and/or counsel’s law firm have objected to a class action settlement within the five years preceding the date that you file the objection, the caption of each case in which counsel or the firm has made such objection, and a copy of any orders related to or ruling upon counsel’s or the firm’s prior objections that were issued by the trial and appellate courts in each listed case;
- 7) A list of all persons who will be called to testify at the Final Approval Hearing in support of the objection; and
- 8) Any and all agreements that relate to the objection or the process of objecting—whether written or verbal—between you or your counsel and any other person or entity.

If you wish to object, you must file your objection with the Court (using the Court’s electronic filing system or in any manner in which the Court accepts filings) and mail your objection to each of the following three (3) addresses, and your objection must be postmarked by **xxxxx, 2018**.

Clerk of the Court	Class Counsel	Defendant’s Counsel
United States District Court for the Southern District of Florida 400 North Miami Avenue Miami, FL 33030	Andrew Shamis Shamis & Gentile, P.A. 14 NE 1 <sup>st</sup> Ave Suite 400 Miami, FL 33132	David Jay Greenberg Traurig, LLC 500 Campus Drive, Suite 400 Florham Park, NJ 07932

What is the difference between objecting and asking to be excluded?

Objecting is telling the Court that you do not like something about the Settlement. You can object to the Settlement only if you do not exclude yourself. Excluding yourself is telling the Court that you do not want to be part of the Settlement. If you exclude yourself, you have no basis to object to the Settlement because it no longer affects you.

### THE FINAL APPROVAL HEARING

The Court will hold a hearing to decide whether to approve the Settlement and any requests for fees and expenses (“Final Approval Hearing”).

When and where will the Court decide whether to approve the Settlement?

The Court has scheduled a Final Approval Hearing on **xxxxxx, 2018 at xxxxxx a.m.** at the Miami. U.S. Courthouse, 400 North Miami Avenue, Miami FL 33030. The hearing may be moved to a different date or time without additional notice, so it is a good idea to check [www.bloomtcpasettlement.com](http://www.bloomtcpasettlement.com) for updates. At this hearing, the Court will consider whether the Settlement is fair, reasonable, and adequate. The Court will also consider the requests by Class Counsel for attorneys’ fees and expenses and for a Service Award to the Class Representative. If there are objections, the Court will consider them at that time. After the hearing, the Court will decide whether to approve the Settlement. It is unknown how long these decisions will take.

Do I have to attend the hearing?



No. Class Counsel will answer any questions the Court may have. But, you are welcome to attend the hearing at your own expense. If you send an objection, you do not have to come to Court to talk about it. As long as you submitted your written objection on time to the proper addresses and it complies with all the other requirements set forth above, the Court will consider it. You may also pay your own lawyer to attend the hearing, but it is not necessary.

May I speak at the hearing?

You may ask the Court for permission to speak at the Final Approval Hearing. To do so, your timely filed objection must include a statement of whether you intend to appear at the Final Approval Hearing (*see* Question 17 above).

You cannot speak at the hearing if you exclude yourself from the Settlement.

## **IF YOU DO NOTHING**

What happens if I do nothing at all?

If you are a Settlement Class member and do nothing, meaning you do not file a timely Claim, you will not get benefits from the Settlement. Further, unless you exclude yourself, you will be bound by the judgment entered by the Court.

## **GETTING MORE INFORMATION**

How do I get more information?

This Notice summarizes the proposed Settlement. You are urged to review more details in the Settlement Agreement. For a complete, definitive statement of the Settlement terms, refer to the Settlement Agreement at [www.bloomtcpasettlement.com](http://www.bloomtcpasettlement.com). You also may write with questions to the Settlement Administrator at Heffler Claims Group, 1515 Market Street, Suite 1700, Philadelphia, PA 19102, or call the toll-free number, 1-888-xxx-xxxx.

# EXHIBIT 4

**CLAIMFORM**

To submit a Claim for a payment from the Settlement Fund, please fill out the Claim Form below and submit it via U.S. mail to the address below. You may also file a Claim Form online at [www.bloomtcpasettlement.com](http://www.bloomtcpasettlement.com). The deadline to file a claim online is **11:59 p.m. EST on xxxxx, 2018**. If you send in a Claim Form by regular mail, it must be postmarked on or before **xxxxxx, 2018**

\*First Name:

\*MI:

\*Last Name:

\*Address:

\*City:

\*State:

\*ZIP Code:

\*Cellular Telephone Number that received one or more texts from Jenny Craig:

 -  - 

Telephone Number where you can be reached if different from above:

 -  - 

Your Email Address:

\*I declare under penalty of perjury that to the best of my knowledge I received one (1) or more text messages sent by or on behalf of Jenny Craig from May 7, 2014 through xxxxx, 2018.

\*Signature:

\*Date:

 -  - 

**\*Denotes Information You Must Provide To Have A Valid Claim**

To submit by U.S. Mail, send the Claim Form to the following address:

Bloom v Jenny Craig Settlement  
c/o Settlement Administrator  
PO Box #####  
Philadelphia, PA #####-####

Questions? Visit [www.bloomtcpasettlement.com](http://www.bloomtcpasettlement.com) or call 1-888-xxx-xxxx