

Apscitu Inc. CEO Dr. Duane Thresher <dr.duane.thresher@apscitu.com>✉  
To: almar.latour@wsj.com  
Cc: jason.conti@wsj.com  
Re: WSJ subscription bait-and-switch

October 23, 2022 4:47 PM

3 Attachments, 1.2 MB

Mr. Latour:

You should be made aware of the emails below.

Your legal vulnerability may be considerable. Currently, the WSJ is running a series on government officials and their insider trading. Some of these government officials, like in the FTC, might like to retaliate against you. They could take your subscription bait-and-switch and blow it up into a class action suit.

Dr. Duane Thresher  
B.S., Electrical Engineering and Computer Science, MIT  
Ph.D., supercomputing, Columbia University and NASA  
CEO, Apscitu Inc.

Subject: Re: WSJ subscription bait-and-switch  
Date: Sun, 23 Oct 2022 14:51:38 -0500  
From: dr.duane.thresher@apscitu.com  
To: jason.conti@wsj.com

Mr. Conti (WSJ General Counsel):

Regarding my last email, below.

Today I see in the WSJ that besides the \$1 Per Week subscription bar, there is an inline ad for \$1 Per Week. See attached InlineSubscriptionAd\_230ct22.png.

This inline ad's VIEW MEMBERSHIP OPTIONS goes to the same page -- see SubscriptionPage\_220ct22.png in last email -- that makes it very clear that \$2 Per Week is actually the cheapest option.

I do however find it very amusing that this inline ad repeatedly says "WSJ, Trust your source".

Dr. Duane Thresher  
B.S., Electrical Engineering and Computer Science, MIT  
Ph.D., supercomputing, Columbia University and NASA  
CEO, Apscitu Inc.

Subject: WSJ subscription bait-and-switch  
Date: Sat, 22 Oct 2022 18:42:47 -0500

From: dr.duane.thresher@apscitu.com  
To: jason.conti@wsj.com

Mr. Conti (WSJ General Counsel):

When I, currently a non-subscriber, look at www.wsj.com there is a bar at the bottom saying  
WSJ Special Offer \$1 Per Week VIEW OPTIONS

See attached SubscriptionBar\_22Oct22.png.

When I click on VIEW OPTIONS it goes to a page that makes it very clear that  
\$2 per Week

is actually the cheapest option. See attached SubscriptionPage\_22Oct22.png.

I appreciate the WSJ doing articles about corruption in business, including false advertising like bait-and-switch, but doing them means that you have to be very careful you are not committing the same crime yourself.

I suggest you correct this immediately, especially since it has been this way for quite some time already.

Dr. Duane Thresher  
B.S., Electrical Engineering and Computer Science, MIT  
Ph.D., supercomputing, Columbia University and NASA  
CEO, Apscitu Inc.

The screenshot shows the WSJ website interface. At the top, the navigation bar includes 'THE WALL STREET JOURNAL', 'English Edition', 'Print Edition', 'Video', 'Podcasts', and 'Latest Headlines'. Below this is a horizontal menu with categories like Home, World, U.S., Politics, Economy, Business, Tech, Markets, Opinion, Books & Arts, Real Estate, Life & Work, Style, and Sports. A search bar is located on the right. The main content area features a large article titled 'China's Xi Moves to Extend Rule as Top Party Rivals Retire' with a sub-headline 'The departures clear the way for Xi Jinping's allies and protégés to secure key party and state posts for the next five years, during which the Chinese leader is expected to serve for a norm-breaking third term.' Below the article is a 'LIVE COVERAGE' section titled 'Xi's Third Term Would Upend the Norm of Succession Politics'. To the right, there is a 'VISUAL STORYTELLING' section with an image of a pilot in a cockpit and the headline 'Iran's Conservative Culture Challenged by Working Women'. Below that is an 'OPINION' section with the headline 'President Rumpelstiltskin'. At the bottom of the page, a prominent banner reads 'WSJ Special Offer \$1 Per Week VIEW OPTIONS'.

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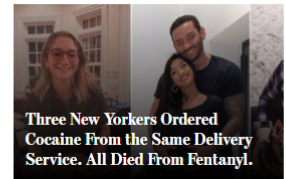


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