



OFFICE OF THE ATTORNEY GENERAL
CONNECTICUT

JOSEPH GASSER
ASSISTANT ATTORNEY GENERAL

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August 12, 2025

By Certified Mail and Email

Songwei Ma
President & CEO
CrisisGo, Inc.
800 W. El Camino Real, Suite 180
Mountain View, CA 94040

Re: *Misleading Advertising by CrisisGo, Inc.*

Dear Ms. Ma:

The Consumer Protection Section of the Connecticut Attorney General's Office has become aware that CrisisGo, Inc. has sent advertisements to school systems in the State of Connecticut claiming, falsely, that, "[s]tarting October 1, all Connecticut schools must implement digital mapping technology to improve emergency response and coordination." Such representations in trade or commerce could violate the Connecticut Unfair Trade Practices Act, Conn. Gen. Stat. § 42-110b et seq. ("CUTPA").

The Connecticut Office of the Attorney General hereby demands that you immediately cease and desist all deceptive and unfair advertising into the State of Connecticut, including deceptive misrepresentations to the State's school systems. A formal demand for documents and information concerning your trade practices in Connecticut, or other legal action, may follow.

Thank you for your prompt attention to this matter. Upon receipt of this letter, please contact the undersigned to confirm that you have stopped all advertising in the State that may violate CUTPA.

Very truly yours,

/s/ Joseph Gasser

Joseph Gasser

JEG:

165 Capitol Avenue
Hartford, Connecticut 06106

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