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February 7, 2015

Fred Stifter, President Or Current President/CEO Linoleum City, Inc. 4849 Santa Monica Blvd. Hollywood, CA 90029	Rami Evar, Managing Member Or Current Managing Member Home Dynamix, LLC a/k/a Home Dynamics, LLC a/k/a Emerem Trading Co., Inc. 17 Empire Blvd. South Hackensack, NJ 07606
Mulsha Evar, CEO Or Current President/CEO Emerem Trading Co., Inc. a/k/a Home Dynamix, LLC a/k/a Home Dynamics, LLC 17 Empire Blvd. South Hackensack, NJ 07606	Rami Evar, Managing Manager Or Current Managing Member Home Dynamix, LLC a/k/a Home Dynamics, LLC a/k/a Emerem Trading Co., Inc. One Carol Place, #1 Moonachie, NJ 07074

AND THE PUBLIC PROSECUTORS LISTED ON THE DISTRIBUTION LIST ACCOMPANYING THE ATTACHED CERTIFICATE OF SERVICE

Re: Notice of Violation of California Health & Safety Code § 25249.5, *et seq.*

To Whom It May Concern:

Brodsky & Smith, LLC (“Brodsky Smith”) represents Martha Velarde (“Velarde”), a citizen of the State of California acting in the interest of the general public to promote awareness of exposures to toxic chemicals in products sold in California and to improve human health by reducing hazardous substances contained in such items.

With respect to the product identified below, Mrs. Velarde has identified a violation of California’s Safe Drinking Water and Toxic Enforcement Act of 1986 (“Proposition 65”), which is codified at Cal. Health & Safety Code §25249.5, *et seq.* This violation has occurred and continues to occur because the alleged Violator(s) identified below failed to provide required clear and reasonable warnings with this product. Section 25249.6 of the statute provides that “[n]o person in the course of doing business shall knowingly and intentionally expose any individual to a chemical known to the State to cause cancer or reproductive toxicity without first providing a clear and reasonable warning to such individual ...” Without proper warnings regarding the toxic effects of exposures to this listed chemical that results from contact with this product, California citizens lack the information necessary to make an informed decision on whether and/or how to eliminate (or reduce) their risk of exposure to the listed chemical from the reasonably foreseeable use of the product.

Please allow his letter to serves as notice of this violation to the alleged Violator and the appropriate public enforcement agencies. Pursuant to Section 25249.7(d) of the statute, Brodsky Smith

intends to file a private enforcement action on behalf of Mrs. Velarde sixty (60) days after effective service of this notice unless the public enforcement agencies¹ have commenced and are earnestly prosecuting an action to redress these violations.

Alleged Violator(s): The name of the company's covered by this notice that Violated Proposition 65 (hereinafter "the Violators") are:

Home Dynamix, LLC a/k/a Home Dynamics, LLC a/k/a Emerem Trading Co., Inc.
Linoleum City, Inc.

Consumer Product: The product that is the subject of this notice and the chemicals in this product identified as exceeding allowable levels is:

<i>Product</i>	<i>Retailer(s)</i>	<i>Manufacturer(s)/Distributor(s)</i>
Deco style Vinyl Floor Tile UPC# 0 41498 15366 3 Item# 5366 Pattern No: 273D Lot Number: 25.11.2011 Quantity: 30 Tiles Size: 12" x 12" (30sq. ft) Gauge: 1.2mm	Linoleum City, Inc.	Home Dynamix, LLC a/k/a Home Dynamics, LLC a/k/a Emerem Trading Co., Inc.

Listed Chemicals: This violation involves exposure to the chemical Di(2-ethylhexyl) phthalate (DEHP). On October 24, 2003, the State of California listed Di(2-ethylhexyl) phthalate (DEHP) as a chemical known to cause reproductive toxicity for the developmental and male reproductive endpoints.

Violations: The alleged Violators knowingly and intentionally have exposed and continue to knowingly and intentionally expose consumers within the State of California to Di(2-ethylhexyl) phthalate (DEHP) at levels that, upon reasonable use of the product, exceed the No Significant Risk Level without providing clear and reasonable warning of this exposure. In particular, the product does not warn that it contains a chemical known to the State of California to cause reproductive toxicity for the developmental and male reproductive endpoints.

Route of Exposure: The exposures that are the subject of this notice result from the purchase, acquisition, handling and recommended use of the product. Consequently, the primary route of exposure to this chemical is through inhalation of indoor air, dermal absorption of gas phase phthalates, dermal absorption of deposited dust, and oral ingestion of dust. As the surface area of vinyl flooring in a house can be substantial, the dermal transfer from contaminated surfaces (walking in bare feet, children crawling) is likely. Exposure through ingestion can occur by touching the product with subsequent touching of the users hand to mouth, especially with respect to crawling infants or toddlers. DEHP emitted from the flooring would also be expected to accumulate in household items such as bedding, rugs, cookware, cutlery and clothes, and when these items are worn or used, dermal absorption could increase substantially. Ingestion of phthalate containing dust is presumed to be the primary means of exposure from this product.

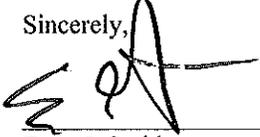
Duration of the Violations: Each of these ongoing violations has occurred on every day since at least October 23, 2014; as well as every day since the product was introduced to the California marketplace and following the one-year anniversary date of the listing at issue; and will continue every day until clear and reasonable warnings are provided to product purchasers and users or until this known toxic chemical is removed from the product.

¹ The public enforcement agencies that have been served with copies of this notice of violations are identified in the attached distribution list accompanying the Certificate of Service.

Pursuant to Title 11, C.C.R. §3100, a certificate of merit is attached hereto. Pursuant to Title 27, C.C.R. §25903(b), a copy of "The Safe Drinking Water and Toxic Enforcement Action of 1986 (Proposition 65): A Summary" is also enclosed.

Consistent with the public interest goals of Proposition 65 and desire to have these ongoing violations of California law quickly rectified, Mrs. Velarde is interested in seeking a constructive resolution of this matter without engaging in costly and protracted litigation.

Mrs. Velarde has retained me as legal counsel in connection with this matter. **Please direct all communications regarding this Notice of Violations to my attention at the law office address and telephone number indicated on the letterhead.**

Sincerely,

Evan J. Smith

Attachments

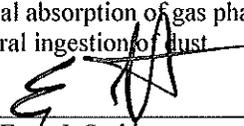
- Certificate of Merit
- Certificate of Service
- The Safe Drinking Water and Toxic Enforcement Action of 1986 (Proposition 65): A Summary

CERTIFICATE OF MERIT
Health & Safety Code Section 25249.7(d)

I, Evan J. Smith, hereby declare:

- (1) This Certificate of Merit accompanies the attached sixty-day notice in which it is alleged the parties identified in the notice have violated Health & Safety Code Section 25249.6 by failing to provide clear and reasonable warnings.
- (2) I am the attorney for the noticing party, Martha Velarde.
- (3) I have consulted with one or more persons with relevant and appropriate experience or expertise who has reviewed facts, studies or other data regarding the alleged exposure to the listed chemicals that are the subject of the action.
- (4) Based on the information obtained through these consultations, and on all other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that "reasonable and meritorious case for private action" means that the information provides a credible basis that all elements of plaintiff's case can be established and the information did not prove that the alleged violator(s) will be able to establish any of the affirmative defenses set forth in the statute.
- (5) We have had the product tested both by Microbac Laboratories, Inc. ("Microbac") and by MainLine Environmental, LLC, both of which have found that the Di(2-ethylhexyl) phthalate (DEHP) contained in the product exceeds allowable levels of DEHP pursuant to the statute. With respect to the Deco Style Vinyl Floor Tile, UPC# 0 41498 15366 3, Item# 5366, Pattern No: 273D, Lot Number: 25.11.2011, Microbac employed test method OPSC-CH-C1001-09.3 quantitative analysis of DEHP was performed by gas chromatography/mass spectrometry (GC/MS) which results conclude that the concentration of DEHP of this product was 40,400 ppm. In addition, we have also consulted with Dr. Anthony Lagalante, Ph.D., Analytical Chemist, who has advised that the concentration of DEHP in the product is known to be and can be harmful to people, particularly children. Mr. Lagalante has advised that the primary route of exposure to this chemical is through inhalation of indoor air, dermal absorption of gas phase phthalates, dermal absorption of deposited dust, and oral ingestion of dust.

Dated: February 7, 2015



Evan J. Smith
Attorney for Martha Velarde

CERTIFICATE OF SERVICE

I, the undersigned, declare under penalty of perjury under the laws of the State of California that the following is true and correct:

I am a citizen of the United States, over the age of 18 years of age, and am not a party to the within action. My business address is 2 Bala Plaza, Suite 510, Bala Cynwyd, Pennsylvania. I am employed in Montgomery County where the mailing occurred.

On February 7, 2015, I served the following documents: **Notice of Violation of California Health & Safety Code §25249.5, et seq.; Certificate of Merit; The Safe Drinking Water and Toxic Enforcement Action of 1986 (Proposition 65): A Summary** on the following entities and individuals listed below by placing a true and correct copy thereof in a sealed envelope, addressed to the person or entity listed below and depositing it in a US Postal Service Office with postage fully prepaid for delivery by Certified Mail:

Fred Stifter, President Or Current President/CEO Linoleum City, Inc. 4849 Santa Monica Blvd. Hollywood, CA 90029	Rami Evar, Managing Member Or Current Managing Member Home Dynamix, LLC a/k/a Home Dynamics, LLC a/k/a Emerem Trading Co., Inc. One Carol Place, #1 Moonachie, NJ 07074
Mulsha Evar, CEO Or Current President/CEO Emerem Trading Co., Inc. a/k/a Home Dynamix, LLC a/k/a Home Dynamics, LLC 17 Empire Blvd. South Hackensack, NJ 07606	Rami Evar, Managing Member Or Current Managing Member Home Dynamix, LLC a/k/a Home Dynamics, LLC a/ka/ Emerem Trading Co., Inc. 17 Empire Blvd. South Hackensack, NJ 07606

On February 7, 2015, I served the following documents: **Notice of Violation of California Health & Safety Code §25249.5, et seq.; Certificate of Merit; The Safe Drinking Water and Toxic Enforcement Action of 1986 (Proposition 65): A Summary** on each of the individuals on the service list attached hereto as Appendix B by placing a true and correct copy thereof in a sealed envelope, addressed to the person or entity listed below and depositing it in a US Postal Service Office with postage fully prepaid for delivery by Priority Mail.

Executed on February 7, 2015, in Bala Cynwyd, Pennsylvania.



Evan J. Smith

Appendix A

OFFICE OF ENVIRONMENTAL HEALTH HAZARD ASSESSMENT CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY

THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACTION 1986 (PROPOSITION 65): A SUMMARY

The following summary has been prepared by the Office of Environmental Health Hazard Assessment, the lead agency for the implementation of the Safe Drinking Water and Toxic Enforcement Act of 1986 (commonly known as "Proposition 65"). A copy of this summary must be included as an attachment to any notice of violation served upon an alleged violator of the Act. The summary provides basic information about the provisions of the law, and is intended to serve only as a convenient source of general information. It is not intended to provide authoritative guidance on the meaning or application of the law. The reader is directed to the statute and its implementing regulations (see citations below) for further information.

Proposition 65 appears in California law as Health and Safety Code Sections 25249.5 through 25249.13. Regulations that provide more specific guidance on compliance, and that specify procedures to be followed by the State in carrying out certain aspects of the law, are found in Title 27 of the California Code of Regulations, Sections 25000 through 27000.

WHAT DOES PROPOSITION 65 REQUIRE?

The "Governor's List." Proposition 65 requires the Governor to publish a list of chemicals that are known to the State of California to cause cancer, or birth defects or other reproductive harm. This list must be updated at least once a year. Over 735 chemicals have been listed as of November 16, 2001. Only those chemicals that are on the list are regulated under this law. Businesses that produce, use, release, or otherwise engage in activities involving those chemicals must comply with the following:

Clear and Reasonable Warnings. A business is required to warn a person before "knowingly and intentionally" exposing that person to a listed chemical. The warning given must be "clear and reasonable." This means that the warning must: (1) clearly make known that the chemical involved is known to cause cancer, or birth defects or other reproductive harm; and (2) be given in such a way that it will effectively reach the person before he or she is exposed. Exposures are exempt from the warning

requirement if they occur less than twelve months after the date of listing of the chemical.

Prohibition from discharges into drinking water. A business must not knowingly discharge or release a listed chemical into water or onto land where it passes or probably will pass into a source of drinking water. Discharges are exempt from this requirement if they occur less than twenty months after the date of listing of the chemical.

DOES PROPOSITION 65 PROVIDE ANY EXEMPTIONS?

Yes. The law exempts:

Governmental agencies and public water utilities. All agencies of the federal, State or local government, as well as entities operating public water systems, are exempt.

Businesses with nine or fewer employees. Neither the warning requirement nor the discharge prohibition applies to a business that employs a total of nine or fewer employees.

Exposures that pose no significant risk of cancer. For chemicals that are listed as known to the State to cause cancer ("carcinogens"), a warning is not required if the business can demonstrate that the exposure occurs at a level that poses "no significant risk." This means that the exposure is calculated to result in not more than one excess case of cancer in 100,000 individuals exposed over a 70-year lifetime. The Proposition 65 regulations identify specific "no significant risk" levels for more than 250 listed carcinogens.

Exposures that will produce no observable reproductive effect at 1,000 times the level in question. For chemicals known to the State to cause birth defects or other reproductive harm ("reproductive toxicants"), a warning is not required if the business can demonstrate that the exposure will produce no observable effect, even at 1,000 times the level in question. In other words, the level of exposure must be below the "no observable effect level

(NOEL)," divided by a 1,000-fold safety or uncertainty factor. The "no observable effect level" is the highest dose level which has not been associated with an observable adverse reproductive or developmental effect.

Discharge that do not result in a "significant amount" of the listed chemical entering into any source of drinking water. The prohibition from discharges into drinking water does not apply if the discharger is able to demonstrate that a "significant amount" of the listed chemical has not, does not, or will not enter any drinking water source, and that the discharge complies with all other applicable laws, regulations, permits, requirements, or orders. A "significant amount" means any detectable amount, except an amount that would meet the "no significant risk" or "no observable effect" test if an individual were exposed to such an amount in drinking water.

HOW IS PROPOSITION 65 ENFORCED?

Enforcement is carried out through civil lawsuits. These lawsuits may be brought by the Attorney General, any district attorney, or certain city attorneys (those in cities with a population exceeding 750,000). Lawsuits may also be brought by private parties acting in the public interest, but only after providing notice of the alleged violation to the Attorney General, the appropriate district attorney and city attorney, and the business accused of the violation. The notice must provide adequate information to allow the recipient to assess the nature of the alleged violation. A notice must comply with the information and procedural requirements specified in regulations (Title 27, California Code of Regulations, Section 25903). A private party may not pursue an enforcement action directly under Proposition 65 if one of the governmental officials noted above initiates an action within sixty days of the notice.

A business found to be in violation of Proposition 65 is subject to civil penalties of up to \$2,500 per day for each violation. In addition, the business may be ordered by a court of law to stop committing the violation.

FOR FURTHER INFORMATION...

Contact the Office of Environmental Health Hazard Assessment's Proposition 65 Implementation Office at (916) 445-6900.

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