



LAW OFFICE OF
JEFFREY HERMAN, PLC
WITH YOU TIL THE FINISH LINE®

Jeffrey R. Herman

Licensed in CA

Kevin J. Higgins

Licensed in AZ

August 17, 2026

VIA EMAIL AND CERTIFIED MAIL

**Re: Demand to Suspend and Correct YouTube Video Entitled
“The Gambling Fraud Helping Casinos Scam You”**

Dear Mr. Minnick,

This firm represents Matt Morrow Enterprises LLC d/b/a **Vegas Matt®** in connection with the YouTube video entitled **“The Gambling Fraud Helping Casinos Scam You,”** published on July 22, 2026 (the “Video”). This letter demands prompt corrective action concerning the Video’s title, thumbnail, description, and related promotional statements.

As of August 12, 2026, the Video had amassed approximately 84,026 views, 2,800 likes, and 1,437 comments. Its thumbnail displays Vegas Matt’s face beside the words “Fake Gambler.” The title uses the accusations “Fraud” and “Scam” to attract viewers to content centered on Vegas Matt. Those accusations are not harmless rhetorical flourishes when used as a title and thumbnail to identify a person and characterize his business conduct. In context, they convey, or at minimum are reasonably capable of conveying, the factual charge that Vegas Matt deceives viewers through fraudulent gambling activity or participates in a scheme by which casinos “scam” the public.

THE VIDEO'S OWN ACCOUNT UNDERMINES ITS ACCUSATORY PACKAGING Your own narration recognizes facts inconsistent with the categorical accusations used to market the Video and evidences a conscious disregard of the truth. Among other things, the Video states that Vegas Matt shows both wins and losses; acknowledges that he does not claim to possess a secret system; identifies his public partnership page; names partnerships including FanDuel, Chanced, Peppermill Reno, and Virgin Voyages; discusses FanDuel's publicly announced ambassador relationship; and expressly says that you are **not** claiming every casino appearance is secretly paid, every loss is fake, or every casino pays him.

Those concessions matter. Vegas Matt has publicly and repeatedly disclosed that he is a gambling-content creator whose business includes YouTube revenue, sponsorships, merchandise, events, promotions, and casino affiliations. He openly identifies commercial partners, including FanDuel and Chanced. He also owns a federally registered **VEGAS MATT®** trademark in International Class 035 for influencer-marketing services. The business model criticized in the Video is therefore not concealed; it is the publicly disclosed business that your Video itself describes.

You remain free to criticize gambling, casino advertising, influencer marketing, sponsorship disclosures, and the social consequences of gambling content. You may characterize that content as dangerous, irresponsible, predatory, or objectionable and may express your opinion that viewers should not watch it. But the right to express an opinion does not create a right to package disclosed commercial activity as "fraud", a "scam", or the work of a "fake gambler" when those words reasonably imply undisclosed, objectively verifiable deception.

DEFAMATION AND FALSE LIGHT

We acknowledge that Vegas Matt has voluntarily participated in public discussion concerning gambling entertainment and should be treated, for purposes of this dispute, as a **limited-purpose public figure** regarding his gambling-content business. We likewise recognize that criticism on a

matter of public concern receives substantial constitutional protection. That protection, however, does not extend to knowingly or recklessly publishing a materially false factual charge.

The title and thumbnail are especially consequential. They are freestanding promotional statements designed to reach viewers, including viewers who may never watch the entire Video, and they supply the lens through which the Video is understood. Accusing an identified person of fraud, scamming the public, or operating as a “fake” in his trade is defamatory on its face when the accusation is understood as a factual assertion. It directly attacks honesty, lawful business conduct, and fitness in one’s occupation.

The same publication places Vegas Matt before the public in a highly offensive false light by implying that his openly disclosed work as a content creator, influencer, and casino sponsor is a concealed fraudulent enterprise. Your own narration and cited source material disclose the sponsorships and revenue model that the title and thumbnail portray as hidden deception.

The publication history also supports an inference of constitutional actual malice. This is not a claim based merely on a failure to investigate. Rather, your Video demonstrates that you investigated Vegas Matt’s public statements, website, partnerships, interviews, sponsorships, and revenue sources. Yet you selected and prominently repeated the categorical accusations “fraud,” “scam,” and “fake gambler,” even though your own presentation does not identify the false representation, concealed material fact, victim reliance, or resulting loss that would substantiate a factual charge of fraud. Any pinned comments or cross-promotional posts repeating the fraud accusation despite the contradictory information available to and reviewed by you further aggravate the publication.

INTERFERENCE WITH BUSINESS RELATIONSHIPS

The Video also names and discusses Vegas Matt’s existing and prospective commercial relationships, including casino and affiliate relationships. Publishing false accusations that he is engaged in fraud or helping casinos “scam” customers is foreseeably directed at the trust on

which those relationships depend. To the extent your Video was intended to induce named or identifiable sponsors, casinos, affiliates, platforms, event partners, or prospective partners to terminate, decline, or alter their relationships with Vegas Matt may constitute intentional interference with existing or prospective economic advantage in addition to defamation and false light.

Vegas Matt is documenting sponsor communications, lost or impaired opportunities, changes in commercial terms, and other reputational and economic consequences attributable to the Video and its promotion.

REQUIRED CORRECTIVE ACTION

Vegas Matt demands that, no later than **August 28, 2026**, you:

1. **Suspend or make the Video unavailable** while corrective measures below are completed; 2. **Remove and replace the title, thumbnail, description, tags, pinned comments, community posts, short-form clips, and other promotional material** that state or imply that Vegas Matt is a fraud, perpetrates a scam, is a “fake gambler,” or participates in concealed fraudulent conduct;
3. **Amend the Video as necessary** so that it does not state or imply as fact that Vegas Matt engages in fraud, scams viewers, falsifies his gambling, or conceals sponsorships or his content-creation business model;
4. **Publish a clear public correction and apology**, with prominence reasonably calculated to reach the Video’s audience, stating that you do not possess evidence that Vegas Matt commits fraud, scams viewers, falsifies his gambling, or conceals the existence of his content creation business and publicly disclosed casino affiliations;
5. **Cease repeating or republishing** the challenged factual implications on YouTube or any other platform; and
6. **Confirm in writing** the actions taken and provide links or screenshots sufficient to verify compliance.

You must preserve all documents and electronically stored information concerning the Video and related publications, including drafts; scripts; research files; source materials; communications; editorial notes; title and thumbnail testing; analytics; monetization and sponsorship records; upload and revision histories; comments and pinned comments; moderation records; community posts; short-form clips; communications with casinos, affiliates, sponsors, platforms, viewers, or third parties; and records reflecting your knowledge, doubts, intent, or reasons for selecting the challenged words. This preservation demand includes deleted, archived, private, unlisted, and superseded material, together with available metadata.

Do not delete, overwrite, modify, or permit the routine destruction of potentially relevant information. Please suspend any automatic-deletion or retention practice that could affect it.

Opportunity to Resolve Without Litigation

Vegas Matt reserves all rights and remedies under applicable law, including claims for defamation, false light, intentional interference with existing and prospective economic relationships, injunctive relief where available, nominal damages, proven compensatory damages, punitive damages where legally supported, costs, and any other available relief.

Without conceding any limitation on his claims, and solely to resolve this matter promptly, Vegas Matt is prepared to **forgo filing suit for monetary damages arising from the publications identified in this letter** if you timely and fully complete the corrective actions above, preserve relevant evidence, and enter an appropriate written resolution. This settlement opportunity expires at **5:00 p.m. Eastern Time on August 28, 2026**.

Nothing in this letter demands the suppression of protected opinion or good-faith criticism. The demand is directed to false factual accusations and implications of fraud, scamming, concealed deception, and fabricated gambling. If you contend that you possess evidence substantiating those accusations, identify the precise factual representation you contend was false, the

evidence supporting that contention, and the basis for asserting that Vegas Matt knowingly deceived viewers or business partners.

Please direct all communications concerning this matter to the undersigned. This letter is sent without waiver of any claim, remedy, forum, choice-of-law position, or right, all of which are expressly reserved.

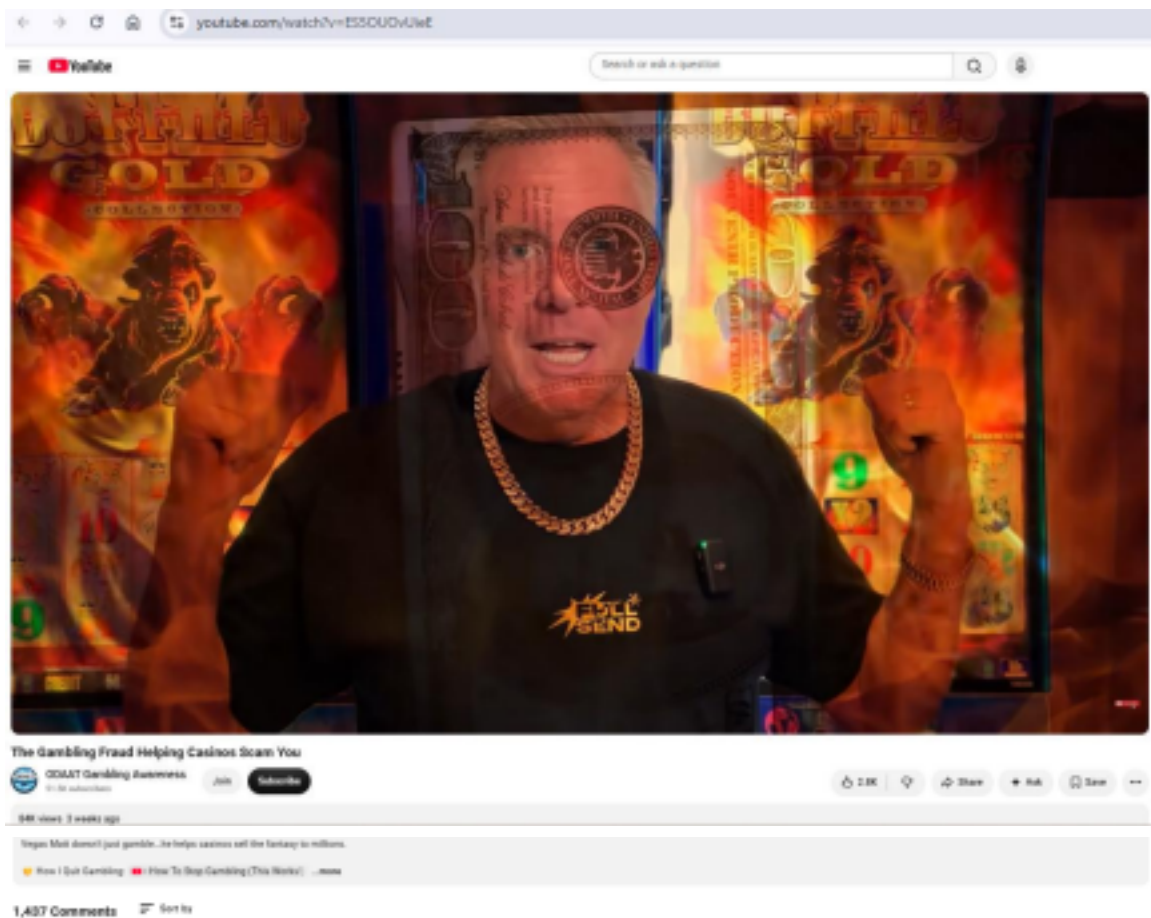
Sincerely,

A handwritten signature in black ink that reads "Jeffrey R. Herman". The signature is written in a cursive, flowing style.

Jeffrey R. Herman, Esq.

Attorney for Matt Morrow Enterprises LLC

Law Offices of Jeffrey Herman PLC

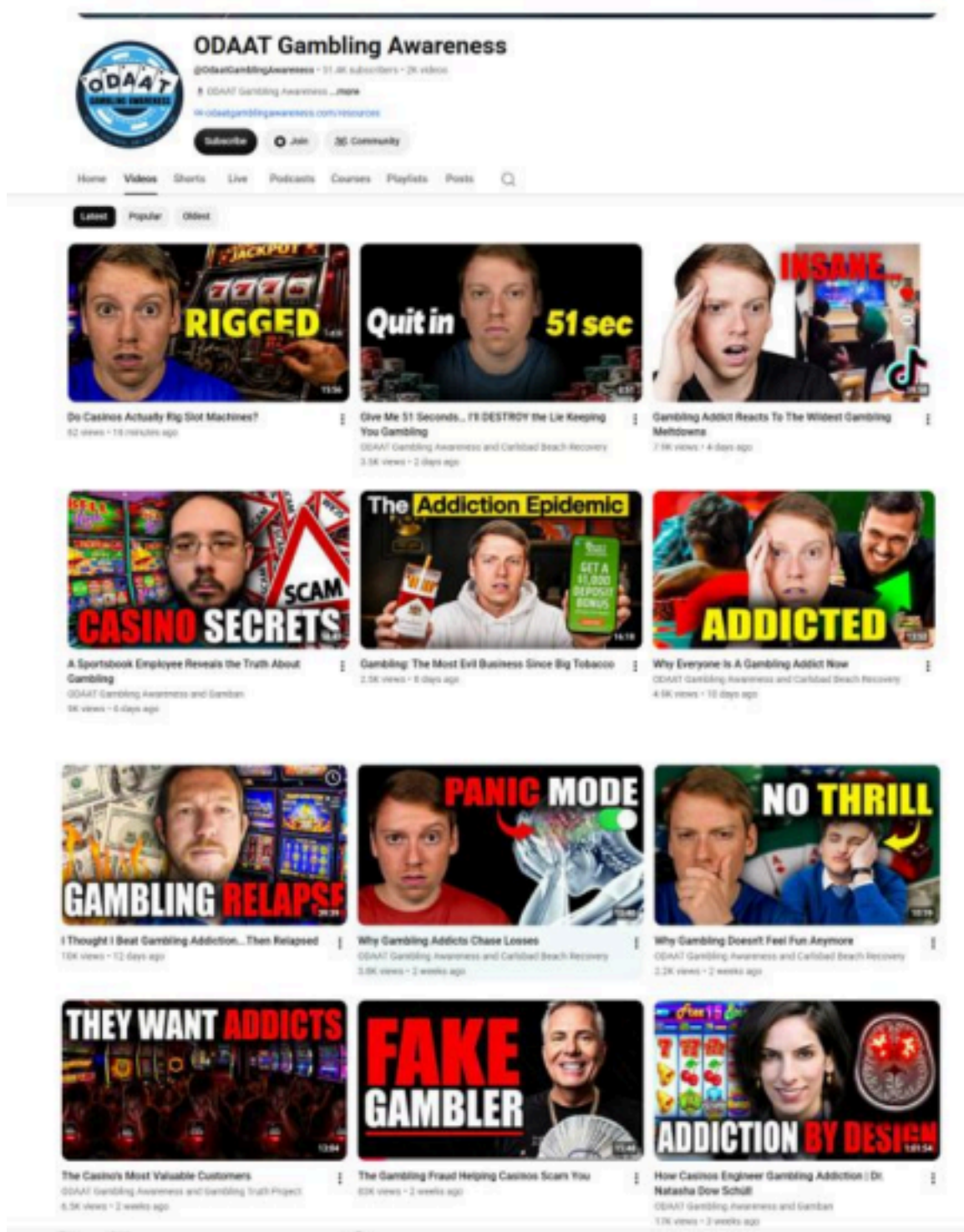


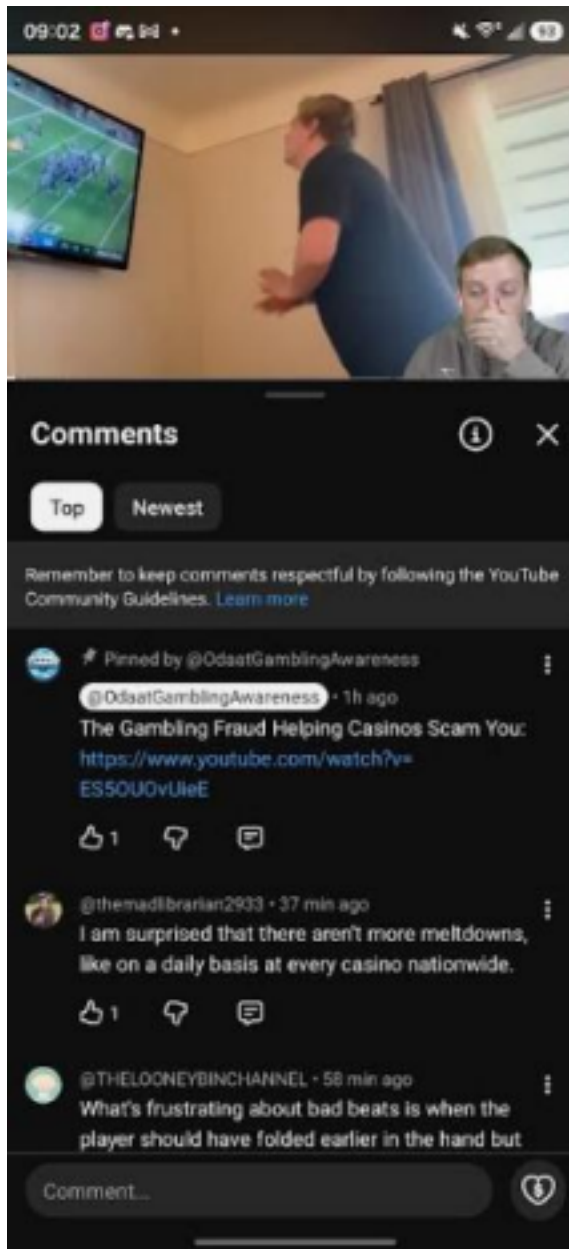
Video published on July 22, 2026 on YouTube to ODAAT Gambling Awareness channel

7 | Page 2025 N. 3RD STREETS SUITE B300 PHOENIX, AZ 85004

EXHIBIT 2

Thumbnail of the YouTube Video Entitled "The Gambling Fraud Helping Casinos Scam You" Featuring a Photo of Vegas Matt and "Fake Gambler"





9 | Page 2025 N. 3RD STREET SUITE B300 PHOENIX, AZ 85004

EXHIBIT 4

Harmful Comments about Vegas Matt



[@seththebeau310](#)

[2 weeks ago](#)

Glad to see someone else telling the truth about Vegas Matt and all the other hypocritical, amoral frauds who pretend to be gambling when all they really are is performing seals dancing to the casinos' tune. Vegas Matt is reckless, irresponsible and criminally self-involved.



[@1victor1star](#)

[2 weeks ago](#)

VM is a fraud and a phony. He's the pyramid scammer of the world. Multi level marketing bullshit scams.



[@kaleb3493](#)

[2 weeks ago](#)

@O [@OdaatGamblingAwareness](#) they built a successful model that they make money in, with a successful business. It's free to watch them, they don't make anyone gamble or spend money to watch them. It costs nothing to watch them and they make money from doing it. There is nothing fraudulent about that. People make their own decisions about if they want to gamble or not, Vegas Matt doesn't force them to. To say he's fake and fraudulent is so far off it actually makes you look extremely stupid.



[@JimmyDeats](#)

[2 weeks ago](#)



Yes!!! Expose that Lady luck woman

So good you are making people aware of the frauds

she is even worse.



[@ReelHuman94](#)

[2 weeks ago](#)

I watched maybe 10 videos just interested after hearing about him..... each video made me less interested...He feeds off of literally a Gambling Addict mindset of which I don't have... The amount of money he shoves into the machines is just not even close to 1% of the people who gamble... its insane and I started questioning... where does he get this kind of money for? Then I questioned why are all these casinos allowing him to film this? Then I wondered why does this feel like a show? Or Advert? Then I realized this is all bullshit and this was months ago..... Now it makes sense he was always a fraud

10 | Page 2025 N. 3RD STREETS SUITE B300 PHOENIX, AZ 85004

and the only winner is HIM. Which oddly enough is most advertisers like Tai Lopez, Tate, the list is huge of these Charlatans... Sell a fake winning mindset, book, story, "advice" "courses" thats all a red flag... IF YOU WANT SUCCESS...? Simply go educate yourself with as many facts about any subject you choose to pursue and then impliment reality into them..... Due Diligence its called.... No HUMAN is going to SELL YOU HOW TO BE LIKE THEM... its all fake.... Notice modern Rappers who no one even knows flash Cars and Jewelry? ITs all a front.....fake to make people think they're successful until they get enough attention to become successful... America is FULL of SCAMS don't think anyone is coming to give you advice thats simple and easy to become "successful" success takes Effort, time, failure, persistence and perserverance. Stop being sold Lies.



[@Oret1234](#)

[2 weeks ago](#)

I am so glad you made this video. These people are so fake and full of lies, lies, lies. I don't trust this guy.



Thank you Rob, you are amazing.



[@gilbertoimbacuan4614](#)

[8 days ago](#)

Thank you for opening our eyes to the VEGAS MATT scam and lies. Keep up the good work.



[@Jinusa949](#)

[9 hours ago](#)

This needs to go viral. He is funded by freeplay and kickbacks. He is anything but authentic. Why do you think he gambles at the el Cortez?

Comments mentioning/slandering casinos:



[@socialexperiment8045](#)

[2 weeks ago](#)



His loss-back rebates is 80%, no wonder ! At the end of the month if he loose 100\$, he gets back 80\$. El Cortez knows he is an amazing salesman



[@Jinusa949](#)

[9 hours ago](#)

This needs to go viral. He is funded by freeplay and kickbacks. He is anything but authentic. Why do you think he gambles at the el Cortez?



[@cappucino-strong](#)

[9 days ago \(edited\)](#)

Not on that last 1 million 5k spins video they got wrecked. I don't think Matt is allowed to play these machines infact all the El Cortez players videos just play like normal gambling. I dunno maybe not. Good point about casinos setting up youtubers it would make a bit of sense because it's all going back in anyway. Now why does everyone play at the EL Cortez I wonder. The question is are they really choosing their machines because if not it legitimatises your claims.



[@TonyMarchese-zy7ge](#)

[2 weeks ago \(edited\)](#)

I think some casino's are ABSOLUTELY crooked, they're a farce/ fraud/ RIGGED. They can control who wins or loses. AND they continue & perpetually "get away with it", because their own gaming commissions INVESTIGATE themselves. It's like a bad student grading their own homework. There should be more policing/ stricter regulations on the rules that a casino has to follow. Yup you tubers get special treatment cause it's free advertising for the casino

Public Comments Supporting Vegas Matt



[@WisconsinGuy-m9f](#)

[11 days ago](#)

[@OdaatGamblingAwareness](#) interesting how you go after Matt and LL, but yet there are creators in this space like D Lucky who SELL their gambling services. Creators like Mr Handpay who raised millions of

dollars through gigastar from his subscribers to fund his gambling. Say what you will about VM and LL but at least they keep their content authentic and don't take money from their subscribers to play. Theres levels to this. Hopefully you don't just go for clickbait and actually portray things right. Calling VM a gambling fraud is borderline defamation



[@moocowcow4744](#)

[2 weeks ago](#)

Don't come for Vegas Matt when there actual frauds out there and now you confuse people with attacking a genuine gambler that HAS the money to gamble this amount that's why the internet sucks



[@krankykrista](#)

[2 weeks ago](#)

You obviously haven't watched him. He is in NO WAY a gambling fraud. He's a business man who turned something he loves doing into a moneymaker. If someone does something irresponsible because of his

videos - who cares? Can we please go back to a world of personal accountability!!!???



[@Jaylynn3217-x5u](#)

[2 weeks ago](#)

Dude the thumbnail is not cool. We all know ow he is an influencer and views deals is where he makes his money. You calling a fraud is not right and you know it. Don't blame the bar for being open. Blame the person. Who walks i. The door.



[@thagambla](#)

[2 weeks ago](#)

Vegas matt is not a fraud hes the realiest gambler on youtube. You are a FRAUD for calling vegas matt out



[@justaguywithasi](#)

[2 weeks ago](#)

Imagine being an adult blaming a YouTuber for people's degenerative gambling lmao. You say Vegas Matt is a scam and a fraud yet you're only using his name to get your video out because you're a boring content creator



[@jeffv3296](#)

[2 weeks ago](#)

""Gambling Fraud""? They openly discuss their wins and losses. They run daily tallies of their win and losses total. Do you make ""fraud"" videos for pretty much every influencer in the world? How about people that endorse alcohol? I think you are out of line here. Your will power needs to be stronger than a dude on a screen that is able to enjoy doing something because he made a business about it. You want him to stop doing what he and his team do for a living because some people don't have the will power to gamble responsibly? Why not go after the people on burger commercials because they are triggering people that have a hard time controlling what they eat? Why not go after fashion influencers because

they are triggering shopaholics. Gambling is fun and can be fun when it's done responsibly. The same can be said about eating, shopping and drinking alcohol. If you want to put "your power" in the hands of influencers and usurp personal responsibility—and instead blame others—for your addiction problems—then you will not overcome that addiction. It's disgusting that you are using his name and words like "fraud" to get clicks for your video.



[@TimTimTimbo](#)

[2 weeks ago](#)

Sorry 100 percent disagree, he is not a fraud. He shows his wins and losses, he's an entertainer. I think you would wish to be like him. There are fraudsters out there and he is not one of them



[@Get Wrecked Dave](#)

[2 weeks ago](#)

What did you expose? Doesn't everyone know that he makes money to produce videos. Maybe idiots don't get it. Yes, he has sponsors "advertisers". A Coke commercial makes it look like drinking Coke is awesome. A Sheraton commercial makes it seem like Sheraton is the best place to stay. McDonald's is the best place to eat according to McDonald's (and many are addicted to Coke and McDs). We get to decide if we want a Coke, to stay at Sheraton, or eat veggies instead of a Big Mac. With VM you get to see an entertaining, long commercial and decide if you want to go to that casino, go on that cruise, or gamble at all. I certainly understand your goal is to help gamblers not get triggered by seeing folks have a great time gambling. But the way you did it isn't genuine. Calling him a fraud and saying what he does is a scam? That's the part that triggers me into thinking your intentions are fake. You want clicks just like any other YouTuber. The whole YouTube gambling industry does the same thing. They entertain folks to watch. Then they add sponsors and become loose advertisers. Are Pepsi commercials fraud? Is an ad for vodka or Starbucks a scam (addictions!) Don't sensationalize helping people. Do it genuinely.



[@Get Wrecked Dave](#)

[2 weeks ago](#)

I appreciate you asking if that's what I meant. No, that wasn't my point. I'm not saying gambling, McDonald's, Coke, or alcohol are all equally harmful or morally equivalent. My point is that advertising

14 | Page 2025 N. 3RD STREETS SUITE B300 PHOENIX, AZ 85004

and entertainment are designed to influence people's choices. Vegas Matt's videos are a form of entertainment that sometimes promote casinos and cruises, just like many creators promote products through sponsorships. I don't believe that makes Vegas Matt a fraud or that his videos are intentionally trying to get people addicted to gambling. That's where I disagree with the original video. I think it's an exaggerated claim made to provoke clicks and a strong emotional reaction for likes and subscribes. Could some people with gambling problems be triggered by his content? Absolutely. Just as some people may be influenced by ads for alcohol, junk food, or other products. But influence alone doesn't make something a scam or mean the creator's goal is to create addiction. Vegas Matt also regularly shows losing sessions and talks openly about how much gambling costs. People can reasonably disagree on whether his content is responsible, but I don't think it's fair to label him a fraud simply because he profits from making gambling content.



[@RyanMcCune-eq8ik](#)

[2 weeks ago](#)

Vegas Matt & Friends are not what this video suggests. They are gamblers that love their content and the people they entertain. Can they have a negative influence on gambling addiction? Absolutely! That should've been the angle in my opinion. I don't think calling him a "fraud" is true in any sense, as someone who has watched his content since they were small, they have been very clear on the dangers and they are there to show the true results of their gameplay. I'm not saying that the content itself doesn't affect lives, because it truthfully does. However, its ultimately a decision to do or not do something or to watch or not watch something. For me personally, its easier for me to stay away from gambling if I'm not consuming the content, but I know for others the content is the scratch for their itch. Anyways, I really do appreciate your mission of recovery!



[@GrillaBEatinit](#)

[2 weeks ago](#)

So guys hating on a man that has built a million dollar business. Not a fraud.



[@margaretaticarat4815](#)

[2 weeks ago](#)

As someone who has watched Vegas Matt's content consistently for the past three years, I don't believe he is a fraud or a scam. He has been transparent about the fact that he shares both wins and losses with a group of approximately 10 to 20 financially well-off individuals. Yes, he earns revenue from YouTube and advertising, but that's simply part of running a successful content business. In return, he provides free entertainment to his audience, and there's nothing inherently wrong with that. ODAT, I used to watch every one of your videos, but after this, I won't be continuing. I believe this video lacked thorough research and presented conclusions without adequately considering the facts.



[@DrCarlBooze](#)

[3 days ago](#)

15 | Page 2025 N. 3RD STREETS SUITE B300 PHOENIX, AZ 85004

Vegas Matt is perfectly honest and shows wins and losses. He is quite a bit wealthier than the average person and absolutely loves gambling so he gambles way more than even the average wealthy person. He never lies about how he made his fortune. He would be gambling exactly how he does in the videos even without a camera on him. He takes advantage of casino points and comps just like every other big gambler that doesn't make him a fraud or scammer. Matt, EJ, WBG, and W2 are all honest and it's fun to watch them gamble together. Many other gambling YouTubers do scam and lie but don't lump Matt in with them.



[@generalbiochemistry8498](#)

[2 weeks ago](#)

Vegas Matt doesn't lie to those that watch his videos. He is providing entertainment. He says on the regular for no one to actually gamble just watch him. And if you watched his videos, you would know

they say regularly that people should not gamble; that it is a losing proposition. And everyone knows he had money before he started gambling. He is using his own money and freeplay to play. He is honest about his sponsorships. He makes money from the videos. It is a business. I like to gamble but I cannot really afford it so I watch Matt instead. AND they don't let kids gamble and unless people are morons, they KNOW this. You are acting like Matt is deceiving people when he is not. You are also assuming people are stupid and naive. He is not and we are not.



[@carloscortes7266](#)

[2 weeks ago \(edited\)](#)

I agree Vegas Matt is making money off advertising and casino appearances. However he and his son have been transparent regarding several "investors." It's not all wins and he clearly states to not start gambling. I do not think he's a fraud from watching many interviews. Now there are plenty of frauds, mostly in the online gambling scene. I agree with almost all of your videos but not this



one.

[@retired5249](#)

[13 days ago](#)

He is not a fraud



[@Augoldensage](#)

[2 weeks ago](#)

And here you are, trying to capitalize on what they do, by telling everyone else, that what they do, is fraudulent.



[@BrehonAndBeacon](#)

[6 days ago](#)

Your premise deserves discussion, but this presentation substitutes accusation for proof. Sponsorship establishes commerce, never fraud. Partnerships show influence, yet nothing here demonstrates fabricated wins, hidden losses, false bankroll claims, nor deliberate efforts creating addiction. One

16 | Page 2025 N. 3RD STREETS SUITE B 300 PHOENIX, AZ 85004

quoted segment even says revenue comes from YouTube, sponsors, plus merchandise, directly weakening the claim that casinos provide his income. Reasoning also traps every possible outcome: jackpots supposedly manipulate viewers; defeats somehow build trust; warnings become camouflage; honesty becomes strategy. Any theory turning all evidence into confirmation cannot be tested and should not qualify as research. Criticize gambling promotion, affiliate links, disclosure standards, normalization, irresponsible messaging. Those concerns are valid. However, implying clinical dependence, assigning predatory intent, then labeling someone a scammer requires documentation. You delivered moral judgment beneath investigative language.



[@TheAngosta](#)

[2 weeks ago](#)

His not fraud he got alot of followers and he got partners from his page and his already rich before he started gambling to his website to make more money on YouTube



[@kojakk5004](#)

[2 weeks ago](#)

Recovering CG here, I have followed this channel for over a year but this is where you've lost me. Vegas Matt is not a great advert for gambling BUT to call him a fraud (unless you have some proof to back that one up?) is just inviting a lawsuit. Casinos don't scam anyone, they are an immoral, amoral business built on peoples stupidity - mine and yours included. However they aren't breaking laws or forcing us to gamble. The same tactics you refer to which he uses to gain views and add to his millions of followers are the SAME you have just used here. Shock, awe, big headline and photo to say "Vegas Matt is a Fraud". Very poor form.



[@indymofro4459](#)

[13 days ago](#)

These videos could be about 3 min. long and still convey the same message. You prattle on for nearly 16 minutes of making a circular argument. We get it. You think VM is a fraud.