

MyPillow's Lindell Still Fighting After Losing \$100 Million

 Mike Lindell's once-booming MyPillow business has lost a fortune the past couple of years, and it has forced the entrepreneur to begin auctioning off hundreds of pieces of equipment and subleasing manufacturing space, news outlets are reporting.

Lindell says his Minnesota-based company has lost \$100 million after several big-box retailers cut ties with him following his very public claims about the 2020 Presidential election.

Retailers such as Walmart, Bed Bath & Beyond and Slumberland Furniture told Lindell's company that they would no longer sell MyPillow products because Lindell continues to claim that the 2020 election was stolen from former President Donald Trump. Since his vocal claims about the election, Lindell says he has been a victim of cancel culture.

"It was a massive, massive cancellation," Lindell told The Minneapolis Star-Tribune earlier this week. "We lost \$100 million from attacks by the box stores, the shopping networks, the shopping channels, all of them did cancel culture on us." MyPillow recently listed more than 850 surplus equipment items on the online auction site K-Bid, like sewing machines, industrial fabric spreaders, forklifts and desks and chairs.

The Star Tribune reported that Lindell has not backed down from his claims about the 2020 elections and its results, but that the ongoing controversy has forced major shifts in his business.

"After some shopping networks dropped his products, the company moved to direct sales, shooting new television commercials and trying to boost its presence through email marketing, radio spots and direct mailing," the Star Tribune

reported. Lindell said many hardware stores, including Menards, Fleet Farm and Ace, continue to carry MyPillow products and that he has not been forced to lay off any employees. Some, however, have left the company after they were assigned new roles.

✖ In September 2022, Charisma News reported that, while going through a drive-thru at a fast-food restaurant in his hometown of Mankato, Minnesota, Lindell says he was cornered by agents showing FBI badges and had his cell phone confiscated due to his connection into the investigation of Dominion Voting machines in Colorado.

On his Lindell report, he revealed that several unmarked cars surrounded his car and was swarmed by FBI agents wanting to ask him questions about his involvement in the investigation. In May of 2022, Lindell was ordered to pay legal fees and costs incurred in what the courts said was a “frivolous” lawsuit surrounding the “rigging” of that election. Lindell was involved in the making of the movie Absolute Interference, where he discussed with guests a theory that the election of 2020 was hacked by foreign operatives.

Several other lawsuits have been filed against Lindell, including an arbitration panel that ruled that Lindell must pay \$5 million to a software forensics expert who allegedly disproved several of his election claims. Lindell said the lawsuit was “frivolous” and that he would be vindicated in each lawsuit that has been filed against him. {eo}

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