



Connect To Good Health

Mr. Ross Orenstein
1010 North 12th Avenue
Pensacola, FL 32501

July 10.2007

Dear Ross,

I would like to thank you again for your presentation to our "Partnership for Kid's" steering committee. We have been searching for a way to get the message of good health with particular emphasis on obesity into the local school systems. We believed "Hearty" would be a great way to introduce this subject to children and their parents, but wanted to see how our local educators reacted. As you saw, they were very enthusiastic.

Now, with the support of the United Way, Health Department, and school systems, I think we have found the right opportunity to proceed. We are very excited about the possibilities, and look forward to working with you as we look ahead to the new school year.

Please share this letter with others who may have an interest in your product. If the local response is any indication of the level of interest it is clearly very high.

Sincerely,

Robin D. Herr
President and CEO