



Brad Kent, President/CEO
SmartleadsUSA, LLC
3535 ALT 19
Palm Harbor, FL 34683

Dear Brad:

I just wanted to drop you a quick note and let you know how thrilled we are with the performance of your neighborhood marketing direct mail programs. As you know, your mail pieces began to hit the homes of new neighbors, birthdays and local businesses around our stores in February. I am happy to report that in March, our gross sales have doubled from decent sales numbers in February.

We attribute much of this success to our strategy sessions with Tom Feltenstein and the implementation of your personalized neighborhood direct mail execution. Best of all, we have accomplished this with a limited budget. Your programs have been easy to execute and nearly maintenance free for both corporate and the franchisee and most importantly have driven new customers to our store which we have converted to loyal Froots consumers.

Thanks for your support as a key vendor to the FROOTS franchise system and we look forward to the next phases of your program coming up.

Sincerely,

A handwritten signature in black ink that reads "Jim". The signature is written in a cursive, slightly slanted style.

Jim Merkel
Froots Area Developer - Georgia