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September 26, 2008

Dear Buzz Bite® Vending Distributor,

Vroom Foods, Inc. has always operated with a simple business strategy based on three age-old principals: integrity, customer satisfaction and product innovation. Our primary goal has always been to redefine the “energy” experience by producing proprietary, high-quality products that give the highest level of customer satisfaction. Quite simply, we make a quality product. We do not sell vending machines or distributorships and we never make a promise we can’t keep.

Vroom Foods, Inc. terminated its relationship with Mad Dog Energy Products, Inc. on Friday, September 12, 2008. Mad Dog Energy Products distributed our single serve bulk Buzz Bite® Chocolate and Mint Chocolate Energy Chews to the vending industry. Our official announcement has been posted on our website and is copied below this correspondence.

Even though we have not had a direct relationship with you, we have always been concerned that your energy vending experience is as good as your customers. Please be assured that this hasn’t changed. Even though it was not in our initial plan to do so, we have made arrangements for you to buy your bulk product direct from us as you do your retail products. **Simply call us at 949-515-1616 to purchase your bulk product just as you do your retail products.**

Because we do not sell vending machines or own companies that do, we have no other motivation than to provide you with the same great product you were introduced to when you began your business. As such, it only makes sense that we do not have multi-case minimums on bulk Buzz Bite® Chocolate and Mint Chocolate Energy Chews. We would never condone heavy handed sales tactics that would try to sell you more than you need. Other companies might sell you product at a loss knowing they will make up any loss by selling you more and more vending machines, but you will always know where you stand with Vroom Foods Inc. Anyone who knows us, knows we stand for an honest product at an honest price. To thank you for your continued business we will give you two free single serve dispensers per case when you order plus, as always, whatever promotional item(s) we have at the time, while supplies last.

We spent many years formulating what we believe is the very best tasting and effective energy chew available. Our proprietary synergistic energy blend cannot be duplicated, as it is a trade secret. We know what goes into developing a quality product. Before you change to an imitation product, or commit to one that has been hastily introduced, ask yourself why and then compare the taste and quality and ask about customer support.

Some products might be cheaper, but for how long. Vroom Foods has consistently provided a chew that delivers 100 mg of absorbable caffeine in each serving, and we've published our independent tests to prove it. So far, to our knowledge, not one of our competitors has ever done that!

Please be sure to read the FAQs, especially #7. We will be requesting that you substitute your current vending inserts at no charge to you and anticipate that we will supply you new inserts within 4-weeks. We would appreciate it if you would contact us immediately and provide us with the number of machines you have in your possession. You must have this revised vending label to dispense Buzz Bites. You can call us at 949-515-1616 or email us at vroom@vroomfoods.com

We would like to thank you for your trust and loyalty to our products and company. As a fellow business owner, I understand the importance of working with a company that stands for what it believes in, honors its commitments and promises and strives to deliver the best in everything it does.

We've tried to anticipate your questions regarding this turn of events and have answered as many as we can below. Please feel free to give us a call if you need any further information. If you hear something about Vroom Foods, Inc. from someone other than Vroom Foods, Inc. please call us to verify. We'll always tell you the truth.

Again, we sincerely thank you for your loyalty and enthusiasm and want to assure you that we are here for you. Our office is always open to your calls.

Seriously Caffeinated®,

Jason Kensey
Founder/President

Note: Please to forward this announcement to anyone else that you know is vending our products. We do not wish anyone to be in the dark or worry that we won't stick by them. Also, please email or call us regarding your vending insert needs.

IMPORTANT FAQ's

1. Where do I buy my product?

Buy your product DIRECTLY from Vroom Foods!

As the manufacturer of Buzz Bite® Chocolate and Mint Chocolate Energy Chews, we want to ensure you that we WILL supply you with single serve bulk Buzz Bite® Chocolate and Mint Chocolate Energy Chews to fill any vending machine capable of dispensing Buzz Bite® chews. We will also continue to supply you with the retail tins and blister packs as always.

2. Is there a minimum order on single serve bulk Buzz Bite® chews?

One Case Minimum Orders Allowed! Vroom Foods believes you should be able to order as little product as you need. Our minimum shipment is one case. Each case weighs approximately 20 lbs. and contains approximately 1,440 chews. Since this is a food product, we would rather you order smaller quantities more frequently, than large quantities less often. By ordering smaller, frequent quantities, your customers will consistently enjoy the freshest product. That makes sense, right?

3. Is there a change in pricing?

No Change In Pricing! There will be no product price changes at this time from what you were previously paying. Buzz Bite® vending distributor pricing is approx. \$.15 per chew (there are approx. 1,440 chews per 20lb case) which is \$216.00 per case, plus \$20.00 shipping and handling. We are working diligently to review pricing and shipping methods to try to pass any savings on to you without sacrificing quality and making up the difference in price cuts by forcing you to buy more and more machines (or more product than you need).

4. Vroom Foods assigned a retail account to me. Do I still have it?

Vroom Foods Honors Its Commitments! We certainly will honor all commitments to vending distributors who have asked to be a broker or distributor for specific corporate accounts. If you are interested in working with a corporate account of 20 or more locations, please review the Rules for Retail or if you don't have it, give us a call, we'll send one to you with the Account Request Form and Broker-Distributor Informational Form.

5. What's up with the national advertising?

Vroom Foods is working with a national public relations agency! Vroom Foods has already received a lot of press and a lot more is expected. (Our PR must be terrific as our competitor is linking to our press as if it were their own!) Let us assure you, we want to get the word out about our products as fast as you do. We are diligently working with a PR agency and making strides everyday in spreading the word about Buzz Bite® Chocolate and Mint Chocolate Energy Chews and Foosh® Energy Mints. Our PR agency is working on several different angles including; national media, talk radio shows,

national consumer and health magazines, music venues, etc. Press releases about vending machines, in particular, are being picked up by the press (links can be found at our website or you can Google: Buzz Bite® Now Within Your Reach). Public relations may be a slower process than direct advertising but the rewards are much greater. Reading an article or editorial or listening to someone on talk radio or national television speak about the benefits of caffeine and how Buzz Bite® chews saved the day are much more profound than seeing an ad with the Buzz Bite® logo and blurb about the product. Needless to say, both are extremely expensive and we felt the better “bang for our buck” was public relations. Visit our website for a list of links to the many PR opportunities we worked hard at getting. For the record, regardless of what you have been told, Vroom Foods has never promised to deliver a national advertising campaign.

6. Should I switch to Mad Dog Energy Chews?

The choice is yours, but we know we have a quality product that is available NOW!

If you haven't heard, Mad Dog has found a new supplier to make its own line of energy chews. Understandably, Mad Dog will try to get you to change over to their product, offering you a lower price. We like to think it's not all about price and machine sales. Product integrity and quality matter, too. Therefore, we encourage you to sample the Mad Dog products and have them tested for caffeine content. (You know we will!) In addition to the many retail locations around the country selling Buzz Bite® Chocolate and Mint Chocolate Energy Chews, we believe that there are more than 30,000 vending machines selling our product to an energy craving world. This combined with our constant quest to generate positive PR everywhere from blogs to national television has made the Buzz Bite® brand the definitive energy chew in the market. You could start from scratch with an untested product, but why would you want to?

7. Is Red Bull suing Mad Dog Energy Products and Vroom Foods, Inc.?

Both companies have been in correspondence with Red Bull since February 2008. It is the position Vroom Foods, Inc. and our attorneys that comparison charts showing the caffeine content of Buzz Bite® Energy Chews and Red Bull are well within fair use laws that allow for product comparisons. Nonetheless, Red Bull has objected to the use of its trade name and trade dress in connection with any advertising or display of Buzz Bite® Chocolate and Mint Chocolate Energy Chews. Most of you have a vending machine graphic that has already been replaced with a generic energy drink can in the front. However, these labels still show the Red Bull® can on the far side panels and need to be replaced. Please contact us immediately for new labels at no charge to you. We just ask that you return your old inserts to us once you have replaced them. We have said we are here to support you, so if anything changes, we will work with you. Please call us at 949-515-1616 or email us at vroom@vroomfoods.com with the number of machines you have. We also want to make sure we have your email address.

8. What should I do if I sold some or all of my vending machines?

Please provide us with the name, address and phone number of the buyer. If you sold all your machines, we will remove you from our mailing list.

9. Is Vroom Foods coming out with any new flavors?

New Flavors Are On The Way! We are an entrepreneurial and innovative company. We are working on our newest masterpieces and hope to launch new flavors for both Buzz Bite® chews and Foosh® Energy Mints in the next few months. Quality is our first concern so when we release our new product, you will know it's the best we have available! Stay tuned!





Below is the announcement that is on the vroomfoods.com website.

******* IMPORTANT NOTICE *******
Buzz Bite® Vending Distribution

As of September 12, 2008, Vroom Foods, Inc. terminated its relationship with Mad Dog Energy Products, Inc. If you are unable to obtain Buzz Bite® chocolate or mint chocolate energy chews, please contact Vroom Foods, Inc. at www.vroomfoods.com or call us at 949-515-1616. Vroom Foods, Inc. can supply you directly with bulk Buzz Bites at the same price you were paying with only a one case minimum.

Also, please be advised that Vroom Foods has no responsibility for any representations or claims that may have been made to you by Mad Dog Energy Products, which until last week was a supplier of Buzz Bite® chocolate and mint chocolate energy chews, or any vending machine company suppliers, as those parties are completely independent of Vroom Foods. Vroom Foods has not authorized anyone to offer exclusive territories or vending routes, nor has Vroom Foods required that anyone purchase a minimum number of vending machines or a minimum starting or replacement inventory of product. Vroom Foods is the originator and supplier of Buzz Bite® chocolate and mint chocolate energy chews--that is our business.

We are troubled by the turmoil and confusion in the forums and the blogs that we read about--especially over the past several days. We want to assure all of those who have come to know and love Buzz Bite® chocolate and mint chocolate energy chews that we are willing and able to supply product directly to you based on your own needs and requirements, and not on artificially determined amounts imposed by third parties. After all, it is your business and not somebody else's. Buzz Bite® chocolate or mint chocolate energy chews have been around for four years and Vroom Foods has consistently provided a quality product. We encourage you to think and contact us before you decide to change from Buzz Bite® chocolate and mint chocolate energy chews to a new product that has not been tested in the market.

Based on our review of the various blogs and forums, it appears that many of you may have legitimate gripes and concerns. We can assure you that Vroom Foods is an ethical business that is not the source or cause of those problems and we are taking appropriate action to protect the good will associated with our corporation name and our trademarks.