



NATURAL FOODS, INC.

March 20, 2008

Dear Paula,

Well the verdict is in....Our new Chicken Entree packaging was a huge success at our natural products Expo West. Breaking away from our current Cedarlane packaging and vegetarian portfolio was a little scary. Not knowing how our retailers and consumers would respond to this change had us on edge as we came to the show. Well, the response we received was overwhelmingly positive. People loved the fresh new look and the image it portrayed. It is clean, upscale and distinctive as well as maintaining the Cedarlane identity. We wanted to create a look that said "restaurant quality in a microwave" and Sugarman Design delivered.

What I was even more impressed with was the professionalism and dedication to the project that the entire Sugarman Design team displayed. In a matter of five weeks your team created and delivered the new brand identity and eleven products, as well as a full kit of marketing materials to support our sales team. Thank You!

In the next two weeks I would like to begin the process of refreshing Cedarlane's current packaging of vegetarian products. The new layout you have provided us will be the template for this new image we want to create for Cedarlane. The two portfolios (chicken & vegetarian) will be similar but yet distinct and will offer continuity on the retail shelf.

We appreciated your team's wealth of experience and creativity, highly responsive attitude and more importantly how easy you are to work with.

Thank you,

*Mazen Rabah
VP of Sales & Marketing
CedarLane Natural Foods, Inc.*