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January 24, 2000

Direct Selling Association
1666 K Street, NW, Suite 1010
Washington, DC 20006-2808

RE: DSA Partnership Award

TO WHOM IT MAY CONCERN:

As President and CEO of FreeLife International, I would like to recommend Grimes and Reese for the 2000 Partnership Award. I don't believe there exists a more worthy recipient of this award for the year 2000.

We have been associated with Kevin and Spencer since 1996. I first met Kevin at a DSA Annual event and was extremely impressed with his willingness to share so much excellent legal information, at no cost! I quickly realized he was not only the most well spoken direct selling attorney I had ever met, but that above all else, he cared about people.

We work closely with Spencer and Kevin on a daily basis dealing in every aspect of our business from trademarks, to employee and distributor relations, compensation plan issues as well as updates on the constantly changing FDA regulations. Recently, as a result of working with Kevin and Spencer, we got a glowing letter of praise from the FDA. I don't need to tell anyone how rare it is for the FDA to write a company about its excellent compliance.

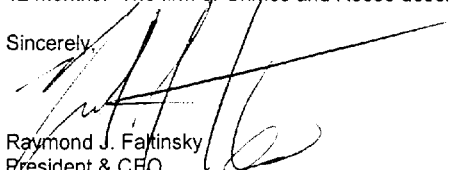
We have saved hundreds of thousands of dollars in costly investigations and possible fines as a result of their specialized knowledge in this area of the law and their ability to advise us on decisions that prevent those mistakes. Their counsel is available to us 24 hours a day, seven days a week. And it is always given in a professional and pleasant manner.

I find their Newsletter to be an extremely useful resource in understanding the legal issues in our industry. This is just another example of their willingness to share important information without charging a cent.

I cannot say enough about how thrilled we are to have Kevin and Spencer at our disposal. They are there when we need them, they know the law extremely well, and most of all, they make the dreary business of direct selling law something fun to wrestle with. Although I find this hard to believe myself, I actually look forward to calling them on the phone to discuss a legal issue! I think that says it all!

I cannot think of another company that has had such a positive impact on our company over the past 12 months. The firm of Grimes and Reese deserves this award, hands down.

Sincerely,



Raymond J. Fajtinsky
President & CEO

RJF/jf