



February 11, 2000

DSA Partnership Award Committee
C/o Grimes & Reese
1270 South Woodruff Avenue
Idaho Falls, ID 83404-5544

2000 DSA PARTNERSHIP AWARD

Dear DSA Partnership Award Committee:

I would like to recommend the law firm of Grimes and Reese for DSA's 2000 Partnership Award. Our relationship with them began two years ago, when they assisted us in rewriting our Distributor Policies & Procedures. The advice they gave us during this project enabled us to legally protect certain areas of our business that had previously been abused by the field.

They again came to the rescue when we faced the seemingly insurmountable challenge of re-working some extremely complex nutritional supplement labels to comply with the FDA's new labeling laws. Grimes & Reese's thorough knowledge of FDA labeling laws, coupled with their creativity and efficiency, allowed us to successfully complete all re-labeling with time to spare.

Several months ago Kevin Grimes sent us a free copy of his audio album, *MLM – What to Look For, What to Look Out For*. As a result of listening to these tapes, our sales and marketing executives have found themselves well equipped to recognize and put an end to any misconduct in the field before regulatory problems arise. The tapes, in conjunction with Grimes & Reese's advice, have also helped us ensure that our new compensation plan is in compliance with the many complex laws governing such plans.

Another valuable service provided to us is Spencer Reese's monthly legal newsletter, *Sales Watch Online*. This free online newsletter keeps our senior marketing executives abreast of developing legal issues and regulatory activities. Being kept current regarding legal developments is vital in a 'free-wheeling', ever-changing industry such as ours.

In closing, I would like to say that we have found Grimes & Reese to be not just a technically competent and efficient law firm, but one that is made up of helpful, caring people who genuinely care about our success. They are a joy to work with and bring humor and reassurance to what may otherwise be an unpleasant and intimidating side of our business.

Sincerely,

BRYAN NOAR
President & CEO

SupraLife

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