

Hello _____

This is Len Clements. [personalized paragraph here]

I know this may not be considered good form, but a lot of people are inevitably going to be hitting you with this sooner or later. I guess (rationalize) that you might as well hear it from me first. Or maybe second, since I think the cat's been let out of the bag a little prematurely. Which is why I'm starting to reach out to a few key people even though this company won't even be pre-launching until later next month (July).

If you're completely content with where you're at, and I suspect you are, then obviously ignore this.

Otherwise, please take a look at this recorded Webinar:

<http://www.yoliprelaunch.com>

Here is a great video snippet of the BlastCap™ in action:

http://webinars.yoli.com/webinars/yoli/how_it_works/

Here's the bottom line: The "Jungle Juice" market within just our industry, in just the U.S., is roughly \$5-6 billion annually. Virtually all (99%) of them are pasteurized, contain preservatives, and do not contain 100% of the RDA of even most nutrients. Most are loaded with sugar.

And they *wholesale* for \$30-\$45 per bottle!

What percentage of market share do you think a company could obtain if...

- 1) The product was highly demonstratable and attention getting (see the above videos);
- 2) Contained ZERO preservatives and sugar, was *not* pasteurized, and *did* contain (and retain) 100% RDA;
- 3) RETAILED for literally *one-tenth the price* of their *wholesale* cost!

Just 10% market share and Yoli International will be one of the largest companies in our industry, of all time. And I honestly think 20% is conservative. And if you know me, you know I'm not prone to exaggeration and hype (in fact, I've been battling against it for over 19 years as founder & CEO of MarketWave, Inc.).

Check it out, and if you have any questions just give me a call. Or, just email back that you are interested in getting on my Yoli Update list, and I'll keep you posted on their pre-launch activities.

Thanks for indulging my pitch :-)

Best regards,

Len Clements
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