



Product Placement Inc.

February 3, 2016

Jay Greenlees
Rita Greenlees
Advantis International Inc.
Barter Advertising Solutions

Dear Jay,

I wanted to take this time to thank you both of you for your excellent service. In 2009 an emerging energy drink company I was representing was trying to launch their product into General Nutrition Centers and other retailers nationwide. The energy drink owners found your company and because of your \$2 million dollar national ad funding program and I was able to secure distribution of their product line to all GNC stores nationwide.

In 2010, I represented a new line of weight loss products, which had been received very well with major national chains, but we were still having a problem closing the deals since they did not have the multi-million dollar ad budget most national chains require despite a positive review of the product. Because of the downturn in the economy, my client was unable to raise capital to fund the necessary level of advertising these national chains were requiring. Your company provided \$2 million in national advertising funding in TV, Print, Radio, Internet - etc for the manufacturer. It was set up in manner which they could afford. With the ad funding secured, I was able close several national retail chains who each agreed to carry their product line nationwide in approximately 10,000 stores between them resulting in over \$4.5 million in wholesale sales.

In 2011, your company came through for us again in regard to ad funding for a new line of nutritional supplements being distributed by a well-established public company. This time, you supplied my client with a with a \$2.4 million dollar national ad funding program with very favorable terms. As a result we landed the national GNC account and our now rolling into mass market chains on a national level.

Most recently in 2015, your company came through for us again in regard to a \$1 million dollar media financing deal with an option to increase to \$5 million for an exciting new radiance water product called Vtrue. Your media funding program to help Vtrue leverage resources into a much larger ad campaign was one of the key elements in our presentation to retailers that helped us secure distribution for Vtrue into thousands of GNC stores nationwide on favorable terms and we are now continuing to roll into additional chains on a national level.

Your ability to quickly provide the media funding and financing on a large scale needed to secure retail distribution as well as implement a thorough and effective advertising campaign is a very valuable resource for



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my clients and company. I would highly recommend your media finance services to any company seeking national distribution by retail chains.

Thank you for all your help and I look forward to working with you in the future.

Best Regards,

A handwritten signature in black ink that reads "Patricia Weldon". The signature is fluid and cursive.

Tricia Weldon
President
Product Placement Inc.