

Dear Valued Retail Partner,

Please take a moment to read the attached Unilateral Minimum Retail Price Policy concerning significantly discounted sales of ReNew Life products via the e-commerce distribution channel.

ReNew Life takes an enormous amount of pride in providing only the highest-quality herbal supplements and functional foods to help your customers live healthier every day. To maintain our premium brand image, to promote competition and to avoid free-riding, our management team has recently made the decision to establish a pricing policy with respect to the sale of ReNew Life products via the e-commerce channel. Effective November 1, 2008, ReNew Life will not sell its products to retailers who sell ReNew Life products at prices ***more than 15% percent below the manufacturer's suggested retail price***. This policy applies to all online commerce, including brick and mortar stores who also sell through an e-commerce web site. This policy has been adopted unilaterally by ReNew Life, and is not subject to negotiation or agreement.

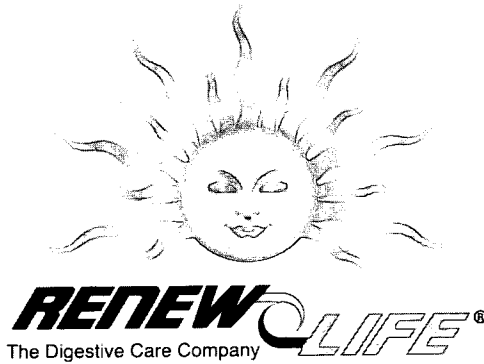
We know that you have a choice when it comes to the products you offer your customers, and we appreciate your choosing ReNew Life. For more than a decade we have been setting the standard in optimum digestive care—from our commitment to using only the purest natural ingredients to our stringent manufacturing and distribution practices.

As the #1 Cleansing and Digestive Care Company in the natural health industry, we stand behind all of our products and guarantee the purity, potency and quality of every supplement we offer. This new policy will ensure that we may continue to offer premium products at competitive prices across all retail channels.

Thank you for your continued business with ReNew Life.

Sincerely,

Don Pollo
CFO, ReNew Life Formulas, Inc.



Renew Life Formulas, Inc.
Unilateral Minimum Retail Price Policy (UMRP Policy)

In order to maintain and to further enhance the Renew Life Formulas, Inc. ("Renew Life") and Fiber 35 Diet ("Fiber 35") brand images, to promote competition and to avoid free-riding, we are instituting a unilateral policy announcing minimum retail price standards for all Renew Life and Fiber 35 products sold to U.S. customers via the e-commerce channel.

It has been determined by Renew Life that distribution of our products via e-commerce at deep discounts is detrimental to the premier brand image Renew Life has developed over years of dedication to providing the highest quality products and customer service. Such discounts are also detrimental to our long term marketing strategy of providing the end-user with extensive hands-on customer service.

This Unilateral Minimum Retail Price Policy ("UMRP Policy") will become effective on November 1, 2008 and will apply to all Renew Life and Fiber 35 brand products.

Under the UMRP Policy, Renew Life will discontinue all sales to any retailer of Renew Life and/or Fiber 35 products who advertises or sells on an Internet site(s) any Renew Life or Fiber 35 product at prices more than 15% below the manufacturer's suggested retail price (the "MSR Price"),

Retailers (including, but not limited to, Internet retailers and in-store retailers) may sell Renew Life and/or Fiber 35 products only to retail customers. Retailers may not sell or otherwise provide any Renew Life and/or Fiber 35 product to another retailer or third-party-facilitated site (e.g. Amazon.com, Ebay, etc.).

In addition, it is inconsistent with the UMRP Policy for Renew Life or Fiber 35 products to be advertised or sold together at a single price that is lower than the sum of the individual MSR Prices less the permitted 15% discount for those products. The UMRP Policy does not cover products discontinued by Renew Life and/or Fiber 35.

We do not seek, nor will we accept, any agreement or assent from you respecting our UMRP Policy, either now or at any future time. This policy is being established by us unilaterally and therefore is not subject to negotiation. Renew Life and Fiber 35 will implement its UMRP Policy unilaterally based upon information deemed sufficient by Renew Life, and all such determinations are final. We reserve the right at any time to modify this policy, to establish new or different policies or to discontinue any or all such policies. This UMRP Policy shall remain in effect until modified or terminated by us in a writing sent to you.

If you wish to continue doing business with Renew Life, please be sure that your company's e-commerce listings are consistent with our policy by November 1, 2008.

Thank you for your cooperation in this matter.