

HealthSMART Coffee, LLC
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I am a serial entrepreneur who has hired over 250 sales and management personnel and established over 18 sales teams. David Bottomley was one of the Team members and rapidly became the President of our Retail Products Division. In addition to the sales skills we expected, we found someone who not only understood our corporate objectives, but he used these same parameters when selecting which companies we would authorize to work with for expansion.

Besides his personal experience, which is easily related to, with his foresight, industry knowledge, and ability to view the benefits to be derived from our products - he was able to convey that vision and enthusiasm to prospects and remain a few steps ahead of the clients' plans. David not only familiarized himself with discounts and client trade shows, but also with promotions, and in-store merchandising, therefore never just agreeing with the client's vision but expanding on it. David made elaborate, detailed projections which not only saved us money but stimulated much greater sales as he explained how our vision and plans would beneficially impact the client now, but long range as well.

David made several chain store sales through his contacts alone and then put together a dynamic referral program for his clients. Combining the skills I mentioned with his other numerous and various sales and marketing skills resulted in David securing far more business than we were able to afford to process, causing us to pull back a bit and walk away from over 100 chains that contacted us.

We had 3 investors that we consistently relied upon, two of whom died during the retail launch and one retired. While we were confident that David could meet our mutually prepared projections, we decided due to the uniqueness of our products that we were no longer going to pay special fees (e.g., slotting allowances) we then decided to pursue other targets where our support work wasn't as costly.

I personally gave David 100,000 shares of my founder's stock as an indication of my appreciation and would have formed a separate sales organization built around him had David been willing to stay on. He is one of the best Sales Managers/Presidents I have ever had the pleasure to know, and my opinion of him remains the highest opinion I have ever expressed on any employee. Please don't hesitate to contact me with any additional questions you may have.

Sincerely,

HealthSMART Coffee, LLC

Michael S. Peinos

Founder, Chairman, CEO

