



Toll-Free: 888.999.9495
www.jdford.com



JD Ford & Company is a specialized investment bank and advisory firm providing capital, business development services and mergers & acquisitions advisory to companies operating in the health, wellness and fitness industries.

JD Ford believes that success is achieved through collaboration between our team and our clients. Our collaborative approach enables us to leverage our relationships and experience with our client's knowledge of their business to consistently obtain superior results.



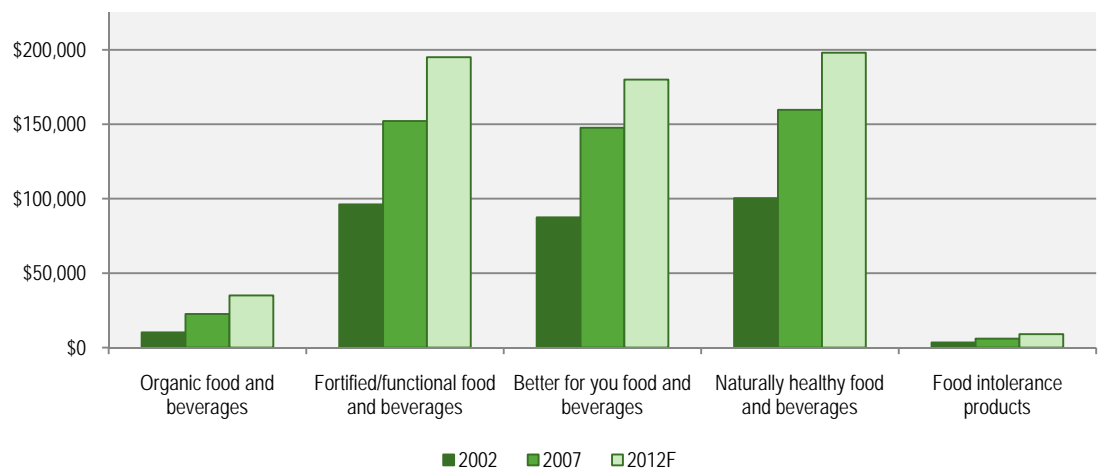
Resilience and Continued Growth Expected in Global Health & Wellness Industry

The \$600 billion global health & wellness industry has held up well in the face of the global economic downturn. Health & wellness' share of the food, beverage and healthcare market has grown significantly and is expected to continue to do so. Although consumers have become more frugal in recent months, health and wellness remain high on the list of many consumers' priorities, and as a result the sensitivity of demand to the recent economic turbulence has been much less pronounced than in other consumer product sub-segments. At JD Ford, we believe there are several key demand drivers in the health & wellness industry, including:

- Health trends continuing to move from reactive to proactive and from treatment toward prevention
- Rising obesity rates among adults and children, creating a diabetes epidemic
- Aging population and desire of many consumers to maintain an active & healthy lifestyle
- Products' increased penetration into mass retailers resulting in wider availability and brand recognition
- Large multinational corporations are top players in the industry and have helped increase awareness through heavy marketing & advertising, and through acquisition of prominent brands
- Increase in private label health & wellness products, providing consumers with a variety of cost effective alternatives to name brands

Natural, Better-For-You, and Functional Foods & Beverages Lead the Market

In terms of retail sales volume, fortified/functional food and beverages and naturally healthy food and beverages lead the industry; however organic food and beverages have exhibited the most growth since 2002. Global historical and forecast retail sales by segment are outlined below (\$ million).



Soy products (included in the organic food and beverage category above) are expected to be the most resilient during the economic downturn as more consumers move from animal products to this healthy alternative, while slimming products (included in the functional food and beverage category above) are expected to suffer the most due to increased competition and consumers' concerns about adverse side effects associated with some slimming ingredients.

Overall, all segments of the health and wellness industry are expected to continue to grow in coming years providing new opportunities for entrepreneurs and established businesses alike to capitalize on this rapidly growing segment of the consumer products industry.



Health & Wellness Consumer Product Transactions

Despite waning in the overall M&A markets, health & wellness consumer product companies have remained somewhat active, especially in the beverage space. Large multinational consumer products corporations have been active in recent years acquiring smaller health & wellness companies to expand their reach and establish a presence the health & wellness market both domestically and overseas. Many niche producers of health and wellness products continue to grow rapidly and become attractive acquisition targets providing ample supply for larger companies' growth initiatives.

Below is a summary of notable health & wellness consumer products transactions that have occurred since the beginning of 2009, along with multiples paid where available.

Date	Company	Buyer	Deal Size	Multiple of:	
				Revenue	EBITDA
08/19/09	Vitalita Nutritional Products LLC	AMI Brands	-	-	-
07/28/09	White Hat Brands, LLC	Mach One Corp. (OTCBB:MNCN)	-	-	-
07/24/09	Jus-Made, LP	SigmaBleyzer	-	-	-
07/13/09	StriVectin-SD	Catterton Partners; Highland Capital Partners	-	-	-
07/10/09	Natural Nutrition, Inc.	Yorkville Advisors	\$ 27.4	-	-
06/24/09	Bossa Nova Beverage Group, Inc.	Beverages Holdings LLC	-	-	-
06/17/09	L.A. Juice Company, Inc.	City Capital Corporation (OTCPK:CTCC)	-	-	-
06/15/09	Alpro NV	Dean Foods Co.	\$ 448.1	1.2x	-
05/31/09	Jamba, Inc. (NasdaqGM:JMBA)	Mistral Equity Partners LLC	\$ 35.0	-	-
05/31/09	China Green Creative, Inc.	Jianqxi Gen Industrial Co. Ltd	-	-	-
04/16/09	Justin's Nut Butter, LLC	-	\$ 0.9	-	-
04/06/09	Innocent Ltd.	The Coca-Cola Company	\$ 44.2	-	-
04/03/09	Applegate Farms LLC	Swander Pace Capital	-	-	-
03/25/09	Sweet Leaf Tea Company	Nestlé Waters North America Inc.	\$ 15.6	-	-
03/19/09	Natural Harmony Foods Inc.	Heathrow Natural Food and Beverage, Inc.	-	-	-
03/01/09	Flavors Specialties, Inc.	Frutarom USA, Inc.	\$ 27.0	2.4x	7.6x
02/23/09	Canova srl	Fruittal Distribuzione Srl	\$ 1.5	0.3x	-
02/19/09	Plum Organics	The Nest Collective, Inc.	-	-	-
02/09/09	Galaxy Nutritional Foods Inc.	Mill Road Capital; Galaxy Partners	\$ 4.6	0.3x	5.7x
02/06/09	Fresh Made, Inc.	Lifeway Foods Inc. (NasdaqGM:LWAY)	\$ 11.8	1.1x	16.2x
02/05/09	Naturex SA	SGD	\$ 21.8	1.6x	9.2x
01/07/09	Ceres Organic Harvest, Inc.	Mach One Corp. (OTCBB:MNCN)	-	-	-

JD Ford & Company Health & Wellness Indices

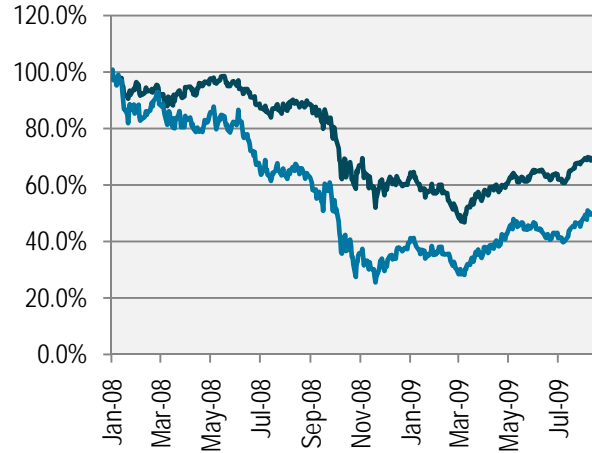
As a leading investment bank focusing on the health and wellness sector, JD Ford & Company has compiled several market indices to gauge the performance of companies operating in several segments of the international health & wellness industry. Specifically, companies have been segmented into 3 categories based on the products/services they provide: (1) Food & Beverage, (2) Supplements & Nutraceuticals, and (3) Exercise and Fitness.

Overall, the shares of many health & wellness companies have suffered along with the broader market since the beginning of 2008. As the market has begun to rally, many health & wellness companies have seen a corresponding rebound in stock prices.

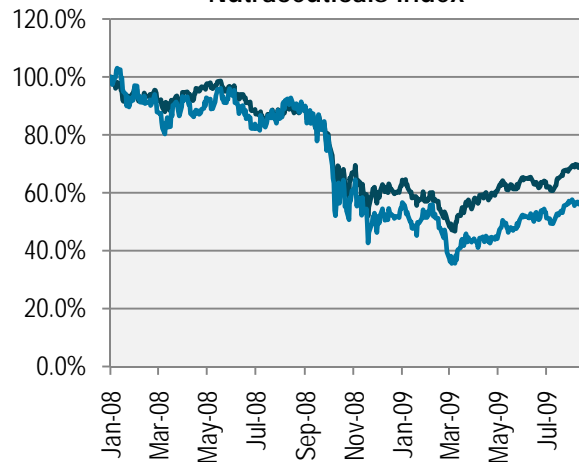
To discuss how current market activity may impact your business or shareholder value, please contact us at 888.999.9495 ext. 2011.



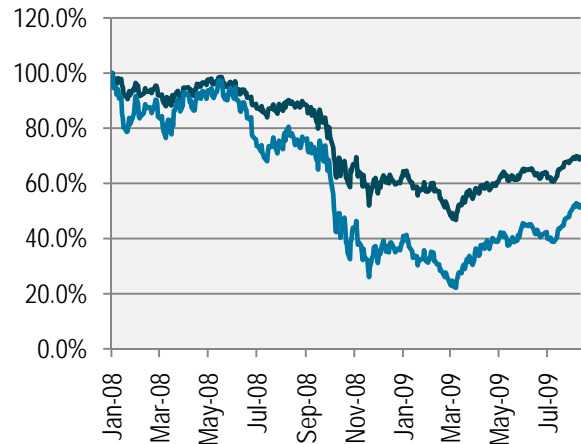
Health & Wellness - Food & Beverage Index



Health & Wellness - Supplements & Nutraceuticals Index



Health & Wellness - Exercise & Fitness Index



— S&P 500 — Health & Wellness Index