



Tools for Your Success

May 28, 2010

Ms. Karen Hunt
CEQUAL
1328 16th Street
Santa Monica, CA 90404

Dear Karen,

Thank you for allowing us to highlight the OsteoBall in the production of our new DVD, *Finding Fitness*.

Enclosed are two DVDs and one accompanying guidebook. You will see the OsteoBall in use in the DVD and hear a strong testimonial. We've included your contact information at the end of the "Finding Fitness" button in the credits. Kim also highlights the OsteoBall in the bonus features button "Fitness Toolbox".

The guidebook stands upright on a table (note the extra flap which allows it to form a sturdy tent). Should we pursue the affiliate relationship, we could conceivably add a tab section to the book as an incentive to purchase an Osteoball. We look forward to pursuing the affiliate status – so that our customers could purchase Osteoball directly from us. Again, our customers are primarily small and medium sized companies throughout all 50 states!

The ICAA conference is coming in December. As mentioned – we would like to highlight the new DVD there. If you or your team members plan to attend, we could conceivably collaborate on a booth there. I know Kim is excited to attend and share the DVD – so perhaps this is another way to partner. Otherwise we will plan on making our own arrangements.

Another thought I had ... if you are pleased with the quality of the OsteoBall video – perhaps you would be interested in having a DVD promoting OsteoBall produced by our organization. Not that we don't have plenty to do, but this would make sense – and be a good way to promote a tool we really believe in.

Please give Dr. Swezey and your teammates our very best. I hope they enjoy, *Finding Fitness*.

Sincerely yours,



Henri Lively
Director