



PINK LADY AMERICA L.L.C.

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Dear Sir:

It is difficult for me to write this letter of support for Karl Lovas but certainly not because I have no reason for such an endorsement. No, on the contrary, my problem is trying to decide which areas best illustrate that support because there are so many!

I count myself so fortunate as Karl and I have been connected for several years with that almost always focused on what he loves most and that's the future of our children. A future which is in jeopardy because of poor choices made about their health. Choices made by both parents and the children themselves.

In creating Healthy Kids Concepts, Inc. Karl has dedicated so generously his time, effort and resources to helping children with a number of tools demonstrating not only his innovativeness but his strength of will. Another thing so extraordinary about Karl is how he moves forward with such drive and uses his children-oriented network.

Pink Lady America is proud to be part of that network as it enhances our own efforts in the 'Pink Lady Cares About Kids' program. Being tied to Karl and Healthy Kids Concepts always gives us a head start in the proper areas of concentration and the other members of the network on which to rely. However, it's having Karl first as an advisor and as a personal reference which leads to success in such efforts.

Karl Lovas is one of a kind in the fight for healthy kids and I'm honored to have access to his intellect and energy. So glad to be connected to him and his network.

Sincerely,

Alan Taylor
Marketing Director