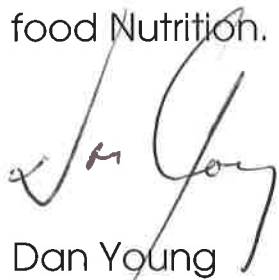


October 31st, 2014

Healthy Kids Concepts is an exceptional organization, the first of its kind, dedicated to helping our youth live happier, healthier lives. Their innovative 5 colors a day program is such a great tool to inspire kids to get their 5 servings of fruits and vegetables each day in addition to teaching them the amazing benefits that are relevant to their growing bodies and minds.

As whole food providers and educators in the health and fitness industry over the past 15 years, we are dedicated to simplifying the complex world of nutrition, while making it fun. Healthy Kids Concepts has hit the mark in making this happen with our youth in schools nationwide and we are fully in support of all of their efforts. Karl Lovas and his team are truly passionate about providing programs and education, making healthy eating the norm. We are proud to call ourselves partners and will continue to work together providing programs, and education on whole-food Nutrition.

A handwritten signature in black ink, appearing to read 'Dan Young', written over a light blue horizontal line.

Dan Young

President

Performance Food Centers

"You are what you eat."