



June 5, 2017

Re: APPOINTMENT OF LeBeau EXCEL

To our valued retail partners:

Inoyan Laboratories is pleased to announce the appointment of **Lebeau EXCEL Ltd.** to represent the Innovite Health consumer brand, **effective June 5, 2017.**

We will leverage Lebeau's extensive experience in the natural health space, category expertise and brand knowledge to provide competitive advantages and a best-in-class customer sales experience for our retailers.

This partnership also bolsters executional effectiveness to provide our retailers:

- Increased call frequency & coverage
- Improved business planning & market insights
- Value-added promotional programs to accelerate mutual sales & profit growth

Our newest partner also shares Innovite Health's vision in fulfilling your shoppers' need for effective, natural, science-based products that enhance their health and well-being.

LeBeau EXCEL's scope of responsibilities will include both headquarter & retail sales for all Natural Health Food & Natural Value customers. They will be directly responsible for day-to-day business management and will work closely with our Sales Management, Customer Care, Marketing, R&D & innoLEARNING teams to drive consumer engagement. Your LeBeau representative will initiate introductory calls to our retail partners in the coming weeks.

We are very excited about this endeavour. To learn more about our newest partner please go to www.lebeauadvance.com

Yours in Good Health,

A handwritten signature in black ink, appearing to read 'Ron Hurst'.

Ron Hurst
Vice President

A handwritten signature in black ink, appearing to read 'Brian Gould'.

Brian Gould
Director of Business Development