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11/15/2005

Antoine Mowad
Fruiticana
 464 Wolcott Road
 Wolcott, CT 06716

Dear Antoine,

Knowing that Fruiticana is an industry leader in making healthy eating easier for consumers, we wanted to thank you for your company's participation with the American Heart Association's Food Certification Program. As the American Heart Association is the nation's most trusted source of credible nutrition information, our heart-check mark has become the most reliable symbol grocery shoppers use to select heart-healthy foods. It may make sense to certify more of your products.

For more program information, please see our enclosed annual report, and don't hesitate to call or e-mail us at 214-706-1816 or heather.wheatley@heart.org.

Sincerely,

Sherry Nielsen

Sherry Nielsen
 Director
 Food Certification Program
 American Heart Association

Heather

Heather Wheatley
 Senior Manager
 Account Services and Promotions
 American Heart Association

Enclosure

