

VitaminSpice LLC

Pioneers of the emerging foodceutical industry





VitaminSpice: First to Market

With their unique and proprietary process of microencapsulating vitamins, antioxidants and minerals for the purpose of enhancing everyday food products -- starting with spices, dressings and condiments -- VitaminSpice is a promising product with virtually unlimited applications.

Positioned at the intersection of nutraceuticals and conventional foods, VitaminSpice is the first product of its kind, forging the way for a new industry which will be known as “foodceuticals.”



The Foodceutical Industry

VitaminSpice is uniquely positioned between the health food/ vitamin supplement industry and the traditional food industry.

- U.S. consumers spend approximately \$1Trillion in these industries annually¹
- Processed food sales worldwide are approximately \$4Trillion (2008)²
- The health food/supplement industry is approximated to be a \$91Billion market.³

1. Plunket Research, Feb 17 2006, Food Industry Overview

2. BNET, http://findarticles.com/p/articles/mi_m0EUY/is_1_9/ai_96501035/

3. <http://www.healthcare.reachinformation.com/Nutraceutical.aspx>



The Foodceutical Industry

VitaminSpice is a crossover product company pioneering the way for the foodceutical industry.

However, such crossovers are not unprecedented: In 2000, Glacéau launched VitaminWater (a crossover between the health food/supplement and bottled water industries).

Glacéau was purchased by The Coca-Cola Company in 2007 for \$4.1Billion in cash.¹

1. <http://resources.bnet.com/topic/glacéau.html>



Funding and Projected Results

VitaminSpice seeks funding of \$1.5 million for:

- Distribution setup
- Distributor marketing support
- Sales management
- Direct response order fulfillment
- Iron Chef joint venture sales and marketing



Funding and Projected Results (cont'd)

PROJECTED RESULTS

<u>INCOME STMT (1000s)</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
REVENUES	18,235	38,450	92,600
NET INCOME	2,100	7,800	27,400



Current and Future Food Products Enhanced with Microencapsulated Vitamins, Minerals, Antioxidants and Health-Specific Specialty Formulas

VitaminSpice products are all-natural; 100% vegetarian; free of additives, preservatives and colorings; calorie-free; free of sugar and artificial sweeteners; and gluten-free.¹

1. Products that VitaminSpice is added to may or may not have any or all of these.



Current and Future Products (cont'd)

Current products have multivitamin formulas:

Granulated Garlic

Crushed Red Pepper

Ground Black Pepper

Ground Cinnamon





Current and Future Products (cont'd)

VitaminSpice is launching co-branded products with Iron Chef

- Pizza Blend Packs (multi-vitamin formula)
1.5 oz Crushed Red Pepper
3.4 oz Granulated Garlic
- Dessert Blend Packs (multi-vitamin formula)
2.8 oz Ground Cinnamon
2.1 oz Colored Sprinkles
- Dinner Blend Packs (multi-vitamin formula)
3.4 oz Granulated Garlic
2.7 oz Ground Black Pepper
- Italian Blend Pack (multi-vitamin formula)
(specifics of blend TBD)



Current and Future Products (cont'd)

Future product launches to include:

- Diabetes Formula
- Kids' Formula
- Energy Formula
- Joint Formula
- Immune Formula
- Cardio Formula



Current and Future Products (cont'd)

VitaminSpice is at various stages of creating co-branding opportunities with:

- a major barbecue sauce company
- a major India trading/spice company for spices in India
- InterSource Inc. (largest private joint venture with Chinese government) for soy sauce

VitaminSpice will be co-branding and developing nutritionally enhanced food commodity items, such as salad dressings and condiments, in 2010.



Technology and Process

- VitaminSpice owns exclusive rights to their proprietary microencapsulation process for vitamins and nutrients.
- Vitamins, minerals and antioxidants are microencapsulated with a proprietary gelatin-based coating.
- Process is the same that is used by pharmaceutical industry which completely taste-masks any flavors that the nutrients might otherwise add to food products.
- Any nutritional product in powder form can be encapsulated and added to foods.
- VitaminSpice is in negotiation to purchase a microencapsulation company for equity.



Distribution Agreements -- Domestic and International

- VitaminSpice has signed an agreement with Bill Fields, former CEO of Walmart Retail Division, for U.S. distribution (through Fields Texas Limited).
- The Company has signed an agreement with Intersource Enterprises (www.intersource.net/) for distribution in China. Intersource is headed by Bill Fields, and is a direct joint venture with the Chinese government.
- VitaminSpice is expected to formalize an agreement with UNFI, the largest health food distributor in the U.S., for distribution to health-food stores.
- The Company has hired F&M Merchant Group LLC for brokering products into west-coast-based grocery chain stores.
- VitaminSpice will launch product in ShopNBC in 1st quarter 2010.
- The Company is negotiating with one of the top five direct-response marketing groups for U.S. product distribution.



Market and Competition

- The health and wellness industry is expected to be the next \$1Trillion industry.¹
- As VitaminSpice is the first to market with their unique product line, no direct competition has yet been identified, making VitaminSpice first to market at the crossover between the \$3Trillion+ food market and the current \$90Billion health and wellness industry.
- Vitamins in various forms have been added to food products for decades, e.g., calcium-fortified orange juice and vitamin-D-fortified milk, but never before has a complete vitamin, mineral and antioxidant formula been microencapsulated. Up to now, the main barrier has been the poor taste of vitamins in raw form, a barrier that VitaminSpice's proprietary process now transcends.

1. <http://www.paulzanepilzer.com/twr.htm>



Senior Management

Ed Bukstel, President and CEO

- B.S. Muhlenberg College, M.S. Temple University
- Founder of iPrecis (search engine)
- Vice President at Syntec and Carelnsite Corp. (later known as WebMD)
- Founding member of the ASTM E1238 Standard for Data Exchange
- Guest Lecturer at the Wharton Business School
- Co-founder of The Freedom Calls Foundation communication solution (for troops in Iraq)



Senior Management (cont'd)

William R. Fields, Board Member

- Chairman of InterSource Co. Ltd.
- Director of Lexmark International, Inc.
- Chairman and CEO of Factory 2-U Stores, Inc. (2002–2003)
- President and CEO of Hudson's Bay Company (1997–1999)
- Chairman and CEO of Blockbuster Entertainment Group, a division of Viacom, Inc. (1996–1997)
- Wal-Mart Stores, Inc. (1971–1996), including positions as: President and CEO of Wal-Mart Stores Division, and Executive Vice President of Wal-Mart Stores, Inc.



Senior Management (cont'd)

Dr. Richard Seelig, M.D., Board Member

- Physician executive with 25 years of clinical experience
- Six years of medical device and medical informatics design and development resulting in the first and only FDA-cleared RFID medical information device of its kind
- Senior Medical Consultant and Medical Applications Director for Digital Angel, Inc. (2000–2002)
- Vice President Medical Affairs, Verichip Corporation (2002–2007)
- Private practice as Attending General Surgeon (1981–2001)
- Featured in media appearances on network and cable news programs and author of numerous scientific articles in the medical field
- B.S. from George Washington University, M.D. from the New Jersey Medical School
- Fellow of the American College of Surgeons



Marketing Personnel

Dr. Robi Ludwig

Dr. Robi Ludwig, Psy D., is a nationally known psychotherapist, award-winning reporter, former host of TLC's reality show, "One Week to Save Your Marriage" as well as GSN's reality game show, "Without Prejudice?".

Dr. Ludwig is a regular contributor to the *Today Show* as well as *CNN Headline News*, The Fox News Channel and TruTv where she talks about psychological/lifestyle issues as well as the criminal mind. She also appears on national shows such as: *E!*, *Regis and Kelly*, *Oprah*, *The View*, *Bill O'Reilly*, and *Hannity and Colmes*, helping audiences and guests alike to understand the complexities of the human condition.

Dr. Ludwig's academic credentials include a doctorate in psychology (Psy. D.) from the Southern California University for Professional Studies; she holds a post-master's certificate in advanced clinical work from Hunter College, a master's degree in social work from the University of Pennsylvania, and a bachelor's degree in mass communications from Cedar Crest College.



Marketing Personnel (cont'd)

Dr. Gadget

Through a partnership with Seamless Corp., VitaminSpice receives promotion through Dr. Gadget, the nationally recognized television and radio personality. Dr. Gadget™ has traveled the world promoting the finest manufacturers. His corporate alliances include companies such as Toshiba, JVC and Panasonic.

Dr. Gadget made a name for himself by promoting and giving away the latest household high-tech gear and eye-catching new products on national TV shows such as *Oprah*, *The View* and *EXTRA*, America's #1 entertainment news broadcast. He has also made appearances on KTLA Morning News and various news shows in the top 25 markets. Dr. Gadget made his national television debut in 2001 and has since appeared on *The Tyra Banks Show*, *The Wayne Brady Show*, *Shop Till You Drop*, *The Montel Williams Show*, *The Tony Danza Show*, *The Other Half*, HGTV, The Discovery Channel and *Hollywood Squares*. On the radio, he is a frequent guest on K-Earth 101.

As part of the arrangement with Seamless Corp., VitaminSpice products will be endorsed by Dr. Gadget, including promotion on his website, GadgetEnterprises.com.



Investment and Exit Strategy

- Seeking \$1.5 million in form of debt. 18-month term or payback upon gross receipts of \$3.5 million financing
- 10% interest
- 2.5 million warrants @ \$.40 per share payback
- Publicly traded under symbol VTMS.OB on the OTC Bulletin Board Exchange