

Dear Colleague,

Please allow me to introduce myself. My name is Len Torine. I am the Executive Director of the American Vegetarian Association (AVA), certifying fine vegan and vegetarian products since 1999.

My organization is contacting vegetarian-friendly food entities to inform you that we have awarded Morini Brands the AVA coveted Award of Recognition for developing the Worlds' first rice-based meat alternative, and therefore creating a new food category for 2010. We are delighted to see this innovation, and are honored to support the success of this innovative product line. Also, the AVA Review Committee has chosen to issue the 'Certified Vegan' status for the Bahama Rice Meatball, Sausage, and the unique 'Grand Beach 5 ounce' products. The AVA has highlighted these items with the 2010 'Great Taste and Nutrition Award.

The AVA takes great care in its evaluation in choosing the special recipient of AVA awards that are issued. It is not every day that we endorse or support a company or idea. However, we believe that this new creation, RISOFU-based products possess the potential to meet the demands of current and future vegetarian-minded consumers. Morini Brands has produced products that will appeal to many desiring soy-free and gluten-free ingredients, as well as those wishing to reduce or eliminate their intake of animal-sourced foods. Summed up, RISOFU products appear to possess substantial validity which meets the needs of many broad-based consumers, helps the planet and creates new jobs and revenue for our industry.

Our intent is to make you aware of little companies doing big things. We hope you can support such an ethical product line manufactured with the highest integrity.

In today's tough economic times big ideas from small entrepreneurial endeavors can get lost. QVC supports Morini Brands fine products. We hope to help them, support them, and basically get the word out as this fine line certainly warrants.

Any questions, feel free to contact **Morini Brands** at [407-964-1283](tel:407-964-1283);

Send inquiries to info@MoriniBrands.com;

Or kindly visit the AVA's website: amerveg.org for more information.

Len Torine
Executive Director