

November 9, 2011

Dear Valued [Blitz USA / F3 Brands] Customer:

[Blitz USA / F3 Brands] has taken an important step to better position itself for long-term success and since we see our customers as partners, we'd like to give you an overview and describe what it means to you.

On Wednesday, November 9th, the Company announced that to facilitate its reorganization it has filed voluntary petitions for relief under Chapter 11 of the Bankruptcy Code. First and foremost [Blitz USA / F3 Brands] are committed to a reorganization plan for the continued, long-term operation of the business. In fact, we took this action to strengthen the business.

We will continue to operate in the ordinary course as before and your service will remain uninterrupted. Chapter 11 means reorganization, not liquidation. It is a tool to enable us to restructure our obligations and strengthen our business so that we can better navigate this challenging operating environment and more effectively compete in the marketplace.

We have been operating under extremely litigious environment and have been working toward a solution for quite some time. The defense costs related to increased litigation associated with fuel containment products is the primary factor that leads to our current situation.

As such, we took this decisive action to provide us an opportunity to develop a long-term solution to the increasing defense costs we face and made the difficult decision to utilize Chapter 11, which we believe provides the best course of action to support what is in the best interests of our customers, employees and suppliers. We believe that this course of action will make us a stronger and more financially secure company and allow us to better address the challenges of the last few years.

We have arranged Debtor in Possession financing from our current bank group that will allow us the ability to develop a plan of reorganization during the bankruptcy process. We expect with the backing of our bank group led by the Bank of Oklahoma that our customers and vendors will continue to support [Blitz USA / F3 Brands].

Our customers should feel reassured that we have taken proactive steps to improve not only our balance sheet but our business at an operational level so that customers continue to receive excellent products and service.

Many companies facing significant product liability issues that have filed for reorganization have strengthened their businesses and are performing well today. With your support we are optimistic that we, too, have a successful future ahead of us.

You have our commitment that we will continue to update you throughout this process. Moreover, we invite you to visit our website, [www.blitzusa.com / www.f3brands.com] **Error! Hyperlink reference not valid.** or contact your sales representative.

We are committed to providing [the best and safest fuel containment products in the world / quality automotive maintenance, lawn and garden, and storage and organization products to our customers, and look forward to growing our partnership for many years to come.

Sincerely,

[Rocky Flick / Grant Kernan]