

November 9, 2011

Dear Valued [Blitz USA / F3 Brands] Supplier:

All of our vendors and suppliers play a significant role in helping [Blitz USA / F3 Brands] provide Innovative products to our customers. We appreciate our relationship and, as such, wanted to let you know about a decisive action we have taken to ensure the Company has a long and solid future.

As you likely know, on Wednesday, November 9th, the Company announced that in order to facilitate its balance sheet restructuring, it has filed voluntary petitions for relief under Chapter 11 of the Bankruptcy Code. We took this action in an effort to preserve the business. We will continue to operate in the ordinary course as before. Chapter 11 is a tool to enable us to restructure the claims against [Blitz USA / F3 Brands] debt and strengthen our business so that we can navigate this challenging environment and compete successfully.

We believe that by utilizing the Chapter 11 process, the Company can achieve an orderly reorganization, better positioning us as a long-term, viable business.

The Bankruptcy Code provides priority status for post-petition orders and shipments (goods and services received after the date of filing) that you provide to us. Therefore, you can be assured that we can and will pay for the goods and services you provide to us going forward.

Unfortunately, federal law prohibits payment for goods and services received before the November 9th filing date except pursuant to a Plan of Reorganization that is accepted by creditors and approved by the Court. We want you to know that we are working toward a Plan of Reorganization as quickly as prudently possible. You will receive instructions on how to file a claim in the coming weeks. We sincerely regret any hardship this may cause.

We have been operating under extremely challenging market conditions and have been working toward a solution for quite some time. We took this decisive action to address these challenges 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 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 the Companies.

I want you to know that many companies facing significant product liability issues have filed for bankruptcy protection and reorganization which has strengthened their

businesses and are performing well today. With your support, I am optimistic that we, too, have a successful future ahead of us.

In the weeks ahead, you can expect to receive various notices from the Bankruptcy Court alerting you to the filing, informing you of the meeting of creditors, as well as a notice of "Bar Date," which is the date by which all claims must be filed. Do not be alarmed by these notices, they are standard and must be sent to all parties that may have a monetary claim against the company. Moreover, receipt of these notices does not mean that a party does in fact have a claim.

We value our relationship with you and I want to thank you personally for your patience during our restructuring. We will do our best to keep you fully informed of our progress.

If you have any questions or concerns, you may contact your regular representative. For access to certain Court documents and other information about our Chapter 11 case, please visit [www.blitzusa.com / www.f3brands.com].

On behalf of our entire management team, we would like to thank you in advance for your continued support.

Sincerely,

[Rocky Flick / Grant Kernan]