NO ON 37

STOP THE DECEPTIVE FOOD LABELING SCHEME

July 31, 2012

Mr. David Bienstock
Target Enterprises LLC
15260 Ventura Blvd., Suite 1240
Sherman Oaks, CA 91403

Dear David,

My firm, Winner & Mandabach Campaigns, is managing the campaign to defeat California Proposition 37, dealing with the labeling of food products. Our ballot advocacy group for this is called the NO on 37 Coalition for short. The full name is NO on 37: Coalition Against the Deceptive Food Labeling Scheme, sponsored by Farmers, Food Producers, and Grocers. Co-Chairs Louis Finkel and Ab Basu. Treasurer, Thomas W. Hiltachk

This letter is to confirm that Target Enterprises has been selected to make all of the paid media buys for our campaign.

More information about the Prop 37 and our campaign is available on our campaign website at www.NoProp37.com.

Please let me know if you need any additional information.

Best regards,

Robert C. Deis
Senior Vice President
Winner & Mandabach Campaigns

Paid for by NO on 37: Coalition Against the Deceptive Food Labeling Scheme, sponsored by Farmers, Food Producers, and Grocers. Major funding by Council for Biotechnology Information and Grocery Manufacturers Association.
1121 L. Street, #803, Sacramento, CA 95814 - 1.800.331.0850 - www.NoProp37.com