



IMPORTANT NOTICE ABOUT E.K. EKCESSORIES

ADVERTISING AND MARKETING

Dear Distributor:

In response to a settlement with the Federal Trade Commission (FTC), E.K. Ekcessories, Inc. (EK) has agreed not to make claims that products are made in the United States unless the referenced product is **all or virtually all made** in the United States. This is because the FTC has alleged that EK marketed certain products as made in the United States, when, in some instances, the products or certain components of those products were made outside the United States. Therefore, EK requests that you immediately stop using existing E.K. Ekcessories marketing materials, if any, that either: (1) describe all EK products, or (2) specifically describe [affected products], as made in the United States, of U.S.-origin, or “Truly Made in the USA.” Where applicable, EK will make revised marketing materials available to you shortly.

Furthermore, to the extent that you have EK-packaged products that are part of the **iCat, Dri Cat, Key biner, Card Holder, or Bottle Cat** lines in your possession with U.S.-origin claims on the packaging materials, we have included stickers that you should affix to the product packaging to cover claims that the items are made in the United States. Please find the enclosed instruction sheet, which will provide you with directions as to how to apply the stickers correctly.

Should you have any questions about compliance with this notification, please contact [Randall Anderson or Cort Saxton]. In addition, further information about this settlement can be obtained by visiting www.ftc.gov and searching for “E.K. Ekcessories.”

Sincerely,

Randall Anderson

Chief Operating Officer

E.K. Ekcessories



575 West 3200 South

Logan, Utah

435-753-8448

Attachment A