



TO: Apex Customers  
FROM: Neal Spruce  
RE: NO Xtreme Clumping/Hardening  
DATE: 7/23/2007

We are still doing everything we can to end the clumping problem that some of us have experienced. While it can be inconvenient as you use the scoop to measure the dosages, the clumping/hardening has no effect on the product's efficacy. In fact, without the ingredients that cause it (our exclusive glycerol powder), it would not be the best Nitric Oxide formula on the market – and I know all users agree that it is the best formula as it remains a top seller, clumping and all. Our customer survey tells us that most do not mind or have no problem dealing with the clumping and will continue to purchase because they "can't live without it" (which is the case for me, by the way). Therefore, for all of you who feel the same, you may continue to sell the product as is while we research the best possible solution, which we believe we have (see below)\*.

As you know, clumping or not, the product still mixes easily: simply press a clump (or break it up) into your scoop, throw it into your container, shake it, stir it up, or mix in a blender and it's perfectly suitable for consumption.

The bottom line is that product sales are still soaring, and we don't want to lose this momentum. But more importantly, we don't want our customers to lose their results so we will continue to offer the product. We're asking all of you who feel the same to explain the issue to anyone experiencing it (remember - the explanation is also on the label). At the end of the day, we are getting very few complaints compared to sales, obviously because the product works so well and most are not willing to give that positive outcome up for a minor inconvenience. So stay tuned, but it looks like we should have it all fixed by the August production run. Thanks for your support – and yes, any consumer who wants to return the product will be accommodated, but let's get them the explanation first. You are welcome to use this document.

\*The clumping is the result of a natural reaction/characteristic of the product ingredients - - mainly the Glycerol powder which is very hygroscopic, and has a tendency to absorb any moisture/humidity e.g. hence clumping. The product will also tend to re-clump even after it's broken up - - again, due to the natural binding reaction of the ingredients and the moisture in the air.

Recently, on our second production run of NO Xtreme, we added Tri-calcium Phosphate as an anti-clumping agent, which we've now determined has not alleviated the clumping issue entirely. For our next production run in early August we are adding more Silica to this product, which we feel will prevent the current clumping issue we are all experiencing.

Again, I apologize for this inconvenience while we are resolving this issue, but the "pump and gains" are worth the wait. Talk to you on the next web-cast – right now I have to take 2-scoops so I can get through another day of meetings at the office.