



December 23, 2009

Dear Natural Food Store Customer,

Tree of Life's parent company, Royal Wessanen nv, announced on December 23 that they have reached an agreement to sell the company's natural and specialty food distribution businesses in North America, including Tree of Life U.S. and Tree of Life Canada, to Kehe Food Distributors, Inc. based in Romeoville, Illinois. An early 2010 closing date is expected.

Wessanen purchased Tree of Life in December of 1985 as their entry into the rapidly growing natural and organic food business in the United States. Wessanen provided the financial resources that eventually allowed Tree of Life to become the first nationwide distributor of these products to natural food stores and supermarkets.

While Tree of Life has enjoyed much success in the past, I am enthusiastic about what the purchase of the company by Kehe will mean for the future. Similarly, I am confident that Kehe understands the importance of Tree of Life's service model for the natural food store channel. Kehe wants their business in this class of trade to grow significantly in the coming years and the acquisition will provide them with capabilities in this channel that they do not possess now.

Upon closing in early 2010, I will report directly to Brandon Barnholt, Kehe's President and CEO. Together, we believe there are tremendous opportunities to further improve our service offering to you and to support your continued success.

We look forward to continuing to work with you and build upon our longstanding retail partnerships. Here's wishing you health and prosperity in the coming year.

With Best Personal Regards,

Greg Leonard  
Senior Vice President of Natural Sales  
Tree of Life, Inc.

**Tree of Life, Inc.**

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