



February 7, 2011

RE: NHP Numbers and E. EXCEL Products

E. EXCEL products, sold around the world, comply with all the necessary requirements base on the country where they are distributed.

Recently, we have received inquiries about the Canadian regulations concerning Natural Health Products (NHPs) and E. EXCEL products. Under Canadian regulations, all of our whole food concentrates (capsules) are considered Natural Health Products and thus require a Natural Product Number (NPN).

The NHP regulations apply only to our capsule products. Our beverages and powder drinks are classified as foods in Canada and do not require NPNs. An NPN is ***not required*** for our beverages and powder drinks.

NHP regulations require ingredients to be listed as 'medicinal' because Canada considers them traditional medicines. They remain the healthful foods you have always enjoyed from E. EXCEL. All of our products are labeled in accordance with the labeling requirements of Health Canada.

In 2004, we began preparing the necessary paperwork to obtain a Natural Product Number for each capsule product. All applications were submitted on time and entered the review process with the Canadian regulatory agency.

Due to the tremendous influx of NHP number requests, Canadian authorities were backlogged by several years in working through the requests submitted. In addition, new requests continue to be submitted.

We have received NPNs for a few of our products, and you will soon see an NPN on *Vision™* and *Ji-Lin Ginseng*. Our other capsule products remain in the review process, but be assured that we are diligently working on obtaining the NPNs as soon as possible. We are also working closely with consultants in Canada who deal exclusively with NPN submissions, and we are confident that we will have NPNs for all our capsule products in the near future.

If you have any other concerns or questions concerning the Natural Health Product regulations, please feel free to contact us at customerservice@eexcel.net or call 1-800-733-3744.

E. EXCEL