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9-15-09

For Life Products, Inc.
Joe McDonnell
President and CEO
2301 SW 145 Avenue
Miramar, FL 33027

Roar Media
801 Brickell Ave., 9th Floor
Miami, FL 33131

Dear Marketer and/or Business Owner:

Roar Media is probably the most aggressive PR firm I've ever worked with. Its team members have a laser focus on achieving results and are always ready to go the extra mile for their clients. Roar Media has a great team and provides the strategic counsel -- including everything from PR to Internet marketing to business-development -- that companies need to gain a competitive edge. I strongly recommend Roar Media.

Sincerely,

Joe McDonnell
CEO and President
For Life Products, Inc.