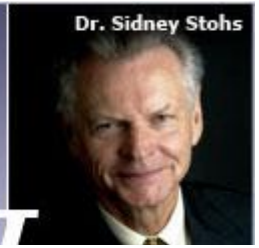




**RESEARCH &
DEVELOPMENT**

Dr. Sidney Stohs



February 20, 2006

AdvoCare
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Dear Mr. Davies:

I shall begin by pointing out that the initial article written by Mr. Duff Wilson and published in the NY Times was designed to create controversy and sell newspapers and was not intended for accuracy. The article contained several blatant errors of fact.

Mr. Wilson was given numerous references to note that the amount of caffeine in the AdvoCare children's SPARK product was equivalent to approximately one-half cup of coffee. However, he elected to state that the amount of caffeine in the product was equivalent to a cup and a half of coffee in order to create controversy and gain attention. The average cup of coffee contains 100 - 150 mg caffeine and "boutique" coffees may contain in excess of 500 mg per serving.

The AdvoCare children's SPARK energy drink contains over 20 ingredients including vitamins, minerals and other nutrients. As noted, caffeine is only one of these ingredients, and each serving contains 60 mg thereof. A 16-ounce Coca Cola, which is a sugar and caffeine delivery system, also contains approximately 60 mg of caffeine. The SPARK energy drink is a unique, multivitamin system and a healthy alternative to sugar and caffeine-based food items such as soft drinks, iced tea, coffee, frozen yogurt, vitamin waters and chocolate products. AdvoCare SPARK is not designed to promote bone health, nor do we make such a claim. Concerning your question regarding the taurine content, the amount of taurine in SPARK is 200 mg, while the amount of taurine present in Red Bull is 1,000 mg.

More research articles have been published on caffeine than any other substance. Reasonable amounts of caffeine have been shown to be beneficial and have not been shown to cause adverse effects. Your assertion that caffeine is an addictive substance is clearly unfounded and not supported by the scientific literature. For a review of the effects of caffeine in children, please see the article of Castellanos and Rapoport (Food Chem. Toxicol. 40, 1235 - 1242, 2002). In appropriate amounts, caffeine produces an increase in wakefulness, alertness, feelings of energy and endurance. Furthermore, recent studies have indicated that caffeine stimulates short-term memory.

Studies have shown that 20% of the U.S. adult population consumes more than 500 mg of caffeine per day. On average, adults consume 250 - 450 mg of caffeine per day, while children consume 40 - 200 mg per day. Research studies have shown that caffeine amounts as high as 5 mg/kg (90 mg for a 40 pound child) produce modest and typically innocuous effects (see Castellanos and Rapoport).

Differences in individual tolerance and prior exposure to caffeine are important factors in considering any product that contains caffeine. That is why our goal is to provide parents with information based on sound science to make informed decisions about which products to use. Please note that AdvoCare does not market to children as opposed to soft drink manufacturers and "boutique" coffee suppliers. All AdvoCare products are marketed to adults and AdvoCare distributors must be 18 years of age or older and are only permitted to sell to customers who are at least 18 years old. Unfortunately, this fact was conspicuously overlooked in the initial article and subsequent articles. Furthermore, AdvoCare SPARK products are dietary supplements and not pharmaceuticals.

The perception that caffeine-containing energy products develop a mindset among young athletes toward performance-enhancing products is totally unsubstantiated. The use of caffeine in products is not linked to a future need for performance-enhancing drugs. If it were true, all cola, tea, coffee and chocolate products should be banned.

With respect to your comment concerning the contention "that using stimulants such as caffeine will often times decrease the focus of a child", a wide range of research studies have clearly shown that appropriate use of stimulants including caffeine can improve the focus and concentration, particularly among children with ADD and ADHD.

We would appreciate your correctly stating the facts as demonstrated by the scientific literature and not as purported by a newspaper reporter.

Respectfully yours,

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