



Dear Team StayPut Athletes,

We are writing this letter with tears of joy and tears of regret. First and foremost, on behalf of the Goody brand, I would like to congratulate you all on an amazing year of accomplishments. Athletes raced in 1,384 endurance events in their branded apparel and podium finished in nearly 50% of all races. The team was able to secure over 36 million impressions through 71 media outlets this year. Over 90% of the team served as role models to thousands of girls through their local Girls on the Run chapter. You are wonderful role models for these girls and have been part of something very special, their first 5K.

Goody is so proud to have sponsored a team composed of incredible female athletes such as yourself. You not only competed in races all over the world, and served your community as positive, confident female role models, but you were also remarkable brand ambassadors for Goody. You continued to amaze us with your commitment to your athletic goals, PR placements and community outreach. We've been lucky to share in your incredible life stories including: Atlanta's Monica Huff and her personal goal of racing a marathon in all 50 states and Washington D.C.'s BethAnn Telford and her Team BT quest to raise money for the Brain Tumor Society.

The tougher part to share with you is our disappointment that changes in our economic conditions and brand strategy are causing us to bring the Team StayPut program to a close. It saddens us to announce this after sponsoring the team for two wonderful years.

Thank you so much for all that you have brought to Team StayPut and to Girls on the Run. You have made a huge impact on many young girls' lives, and ours too. You are truly an inspiration to us all. We hope with this news that you will continue your dedication and love for our Goody product and brand. We can't thank you enough for your commitment, dedication and hard work. We wish you the best in all that you do.

Best always,

A handwritten signature in black ink that reads "Kim Hoelting". The signature is written in a cursive style with a large, stylized "K" and "H".

Kim Hoelting
Vice President, Marketing
Goody Brand