



Mineral Resources International, Inc.

October 8, 2014

Subject: The Anderson Family and MRI Remain Dedicated to Our Stewardship and Mission

Dear Valued Customers:

We are here, shouting from the mountaintops (of Utah) the good news that the Anderson family remains dedicated to its mission of improving global well being through mineral nutrition. Contrary to rumors stating otherwise, MRI and NorthShore *remain* in business and plan on staying that way. Any reports to the contrary are nothing more than the wishful hopes of our competitors who desire to take the rewards of our positive efforts. In fact, we believe the efforts to state that MRI is going out of business demonstrates that MRI's products are superior. If those "copycat" products could compete on their own merits, why would they feel the need to mislead the public?

This business was built to be a stewardship passed through generations, and we fully intend on seeing to that. We will keep our company's focus on what it should be—on developing and delivering the finest health and nutrition products using food-grade minerals from the Great Salt Lake—for our customers worldwide.

Over our 45 year history, we have overcome many difficult and challenging obstacles. We transformed these obstacles into stepping stones and bridges. Though the adversities that we face are not welcome, we are fully able to overcome them, and we will be stronger afterward. We are tenacious and tough. We can weather any storm. Burn down our building and we will rebuild; knock us on our back, and we will get up and keep building. Our mission is that important to us.

It is obvious that MRI is still in business by the truckloads of orders that we are fulfilling weekly. One of MRI's owners just returned from a month long trip to Asia, which included a trade delegation with the State of Utah to China. We are in this for the long term, MRI and the Anderson family still have 37 years remaining on the NorthShore lease (with the option to buy it back) and years of supply. We have never missed a lease payment at NorthShore, and we expect the quiet enjoyment of our lease. MRI has at its disposal well over two years' worth of inventory, and we are working on inventory for dramatically increased demand in the years to come. MRI was recently vindicated with a judgment unencumbering all of MRI's mineral brines.

As recently as this year, our competitors requested large amounts of product from MRI, which MRI refused. Furthermore, we have competitors in other countries (particularly India and the Philippines) who haven't bought products from us in years but still claim to be selling our

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product. Such behaviors by MRI's competitors testify that MRI's original products are still the "gold standard" in the marketplace in source and quality.

We continue to ship truckloads of orders to our customers, and for that, we thank you for your business, support and shared mission. We thank you for the testimonials we receive of the miraculous and life-changing benefits of MRI's high-quality products; each of these reconfirm our mission and help us remain strong and focused. As has been our practice for many years, the Andersons still continue to take customers on tours of the facilities at MRI and NorthShore. MRI extends this personal invitation to you to come visit—see the truth for yourself. You are *always* welcome. *We would love to see you.*

Sincerely,

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