



ShotPak, Inc.  
9272 Jeronimo Rd., Ste. 122  
Irvine, CA 92618

Phone 800.511.5609  
Fax 949.589.7726  
www.shotpakinc.com

November 17, 2009

**FRIENDS AND FUTURE CONSUMERS OF GRAVITY® VODKA BEVERAGE**

Earlier this week the FDA issued a press release stating their intent to investigate the safety of caffeinated alcohol beverages. Our new and yet to be released **GRAVITY®** vodka beverage was included in their published list.

We have little doubt that **GRAVITY®** is safe and complies with all government requirements (we know of no government legislator banning caffeine and alcohol) necessary for its sale in the future. **Beverage Pouch Group - ShotPaQ™** division will fully cooperate with the FDA and other bodies investigating caffeinated alcohol beverages, although we were taken aback to see our new **GRAVITY®** vodka included in the list of established products.

This targeting and broad brush approach to approved recipes is of concern, because all care has been taken with our formulation to set it apart from others in this category.

Consider for a moment that **GRAVITY®** vodka in our 50 ml / 1.7 oz unique StandUp pouch has the caffeine equivalent of about a half cup of coffee or about 1/3 of what is allowed!

As an industry, we are concerned about other highly caffeinated drinks that probably gave rise to this FDA concern, but we and others should not arbitrarily be included as "bad."

Consider for a moment, our product is packed into 50 ml drinking units – these are safe (you know exactly how much and what you are drinking), they are secure (no counterfeit products or variables can be added) and we offer a PREMIUM category Ready-To-Drink brand. Our 50 ml portion is far better by comparison than say a regular energy drink can and a shot of vodka, which is about 400 ml each time a caffeinated beverage is consumed.

Our new recipe has been COLA approved, our proven sustainable green package offers a very precise controlled drinking quantity and as such our patented trade dress is designated to place us very clearly as the market leader in the Ready-To-Drink segment for busy consumers.

**GRAVITY®** vodka will launch in the New Year and we will keep you updated as the FDA investigation continues.

If you need to discuss this matter further, you can reach me directly at 941-359-6678.

We wish you a **SHOTSATIONAL THANKGIVING AND A HAPPY HOLIDAY SEASON.**

**R. CHARLES MURRAY**  
CEO / Chairman