



September 13, 2017

That's It.  
834 S Broadway, #800  
Los Angeles, CA 90014

Dear Miriam,

We are pleased to inform you that That's It. product submissions have been assessed and have met The Certified Paleo & Paleo Friendly certification requirements as set forth by the Paleo Foundation by way of not containing:

- A) Legumes
- B) Dairy
- C) Grains
- D) Artificial Colorings
- E) Artificial Sweeteners
- F) Artificial Preservatives

As of September 13, 2017 That's It. was granted permission to use the trademarked Certified Paleo & Paleo Friendly Label on product packaging, marketing materials, social media mediums, and websites for all Certified Paleo & Paleo Friendly products Including:

**Products to be Certified Paleo:** That's It. Apple + Cherries, Apple + Coconut, Apple + Mango, Apple + Pear, Apple + Strawberry, Apple + Pineapple, Apple + Banana, Apple + Apricot, Apple + Raisin.

**Products to be Paleo Friendly:** That's It. Bites Apple + Apricot, Apple + Banana, Apple + Blueberries, Apple + Cherries, Apple + Coconut, Apple + Mango, Apple + Pear, Apple + Strawberry, Apple + Pineapple,

Sincerely,

Karen Pendergrass  
CEO  
The Paleo Foundation