



Dear Kind Groupon purchaser,

My team worked with Groupon earlier this year to present an offer that would reward our long-time customers for their loyalty, while inviting new ones to try Kind. The overwhelming majority responded very positively, but I was saddened to hear that a significant enough number of you were frustrated by the terms of the deal. We take feedback very seriously, and we are not used to disappointing our community.

While we need to run a sustainable business, we are sincerely aiming to build a community that sees Kind as part of their daily lives, as a state of mind, and as a Movement that they belong to – one that is dedicated to helping you Do the Kind Thing for your body, your taste buds, & your world.” To achieve this, at a minimum we need to ensure a long-term relationship rooted in the highest level of customer satisfaction.

With that in mind, here is what we decided to do for EVERYONE who purchased the Kind Groupon in January 2013:

- If you have used your Groupon already, we should have your address and email on file:
 - In May, we will send each of you two bars (our newest flavors), which we hope you'll love
 - In addition, we are taking a very unusual one-time step to send you a code via email this week that will provide you 50% OFF your next purchase, valid for 6 months, valid for up to \$250.00 in purchases. Only one code will be issued per individual (if you bought multiple Groupons, you'll get one code).
- If you haven't used your Groupon, we will be extending its expiration date till May 31, 2013, and we will treat everyone the same way and provide the same two accommodations to anyone who claims their coupon by then. You will not be able to combine offers or coupons.

I hope you can sense our appreciation and commitment to do right by all our fellow kindaholics (people with uncontrollable love for Kind and spreading kindness).

With warmth,
Daniel Lubetzky