

From: TOMMY MOTTOLA <[REDACTED]>
To: JEFFREY EPSTEIN <jeeproject@yahoo.com>
Subject: Fwd: <no subject>
Date: Sat, 24 Oct 2009 14:06:26 +0000

Jeffrey..this is more info. from Catterton..I'll call you at home later today..thx TM

Begin forwarded message:

From: Tommy Mottola <[REDACTED]>
Date: October 24, 2009 10:02:59 AM EDT
To: Office 2004 Test Drive User <[REDACTED]>
Subject: <no subject>

----- Forwarded Message

From: <[REDACTED]>
Reply-To: <[REDACTED]>
Date: Sat, 24 Oct 2009 13:53:31 +0000
To: Tommy Mottola <[REDACTED]>
Subject: Re: Potential value

There is a chart with #'s on bottom that may have not come out in text. One Natural Experience (O.N.E.) Overview

- Ample growth capital: O.N.E. has a \$16 million growth capital investment commitment from Catterton Growth Partners and Pepsi Bottling Group (PBG) with the first tranche of funding already invested in the Company
- Distribution muscle: With the strength of the PBG partnership and distribution agreement already in place, O.N.E. is well-positioned to rapidly expand distribution through PBG's national distribution network starting with its launch in Los Angeles and Miami
- Differentiated supply lines to scale: O.N.E. has secured scalable access to supply through its secured relationship with Brazilian-based Amacoco, largest coconut water supplier recently acquired by PepsiCo. In addition, has an exclusive North American agreement with the largest producer in Indonesia.
- Strong international interest: The Company has tremendous upside expansion potential given strong interest from large international strategic players
- Stellar market performance: In a matter of three weeks, original coconut water product already highest performing SKU than any other PBG product in initial launch markets (outselling Starbucks, Muscle Milk); #1 performing product in the alternative beverage category at Whole Foods (which includes ready-to-drink tea, energy drinks)

Catterton PBG Upside Upside + Case Case Case Int'l Case 2013 Gross Sales \$96,621,328 \$124,000,000 \$200,000,000 \$400,000,000 Exit multiple (LTM sales) 2.50x 2.50x 2.50x 2.50x Equity Value (assume no cash/debt) \$241,553,321 \$310,000,000 \$500,000,000 \$1,000,000,000 Less: Distribution Payment 19,324,266 24,800,000 40,000,000 80,000,000 Remaining Equity

Value222,229,055285,200,000460,000,000920,000,000Less: Liquidation Preferences and
Div's23,699,77223,699,77223,699,77223,699,772Remaining Equity
Value\$198,529,283\$261,500,228\$436,300,228\$896,300,228Value of 50
bps\$992,646\$1,307,501\$2,181,501\$4,481,501

Sent from my Verizon Wireless BlackBerry

From: Tommy Mottola <[REDACTED]>

Date: Sat, 24 Oct 2009 09:00:21 -0400

To: Joanne Oriti <[REDACTED]>

Subject: FW: Potential value

See if u can open & cut paste for me pls

----- Forwarded Message

From: "Farello, Michael" <[REDACTED]>

Date: Sat, 24 Oct 2009 07:36:22 -0400

To: Tommy Mottola <[REDACTED]>

Conversation: Potential value

Subject: RE: Potential value

Michael Farello

Partner | Catterton Partners | [REDACTED]

www.cpequity.com <<http://www.cpequity.com>>

From: Tommy Mottola [[mailto:\[REDACTED\]](mailto:[REDACTED])]

Sent: Saturday, October 24, 2009 12:34 AM

To: Farello, Michael

Subject: Re: Potential value

Michael..could you pls. send attachment in a pdf..cannot open the way it is..thx... TM

On 10/23/09 9:53 PM, "Farello, Michael" <[REDACTED]> wrote:
Tommy,

I remain hopeful that this will work, but also recognize that we have limited flexibility in this situation given our partnership with PBG and that the upside may not be enough for you. I have shown four scenarios in the attachment, ranging from Catterton's minimum underwriting (base case) to PBG's base case to two upside scenarios we all believe are possible.

The estimated range of outcomes for the four scenarios implies the 50 bps would be worth between \$1 million and \$4.5 million.

Michael Farello

Partner | Catterton Partners | [REDACTED]

www.cpequity.com <<http://www.cpequity.com>>

----- End of Forwarded Message

EFTA00772025

----- End of Forwarded Message