

EXHIBIT C

On Apr 5, 2010, at 1:24 PM, "Adam Simms" <emailme@adamsimms.com> wrote:

Hello,

My name is Adam Simms I represent www.its-a-10.com. Our company was selling your hair product in our shop and also selling to our salon customers online. We are a professional company with great customer service that represents your product line excellently. We just recently had our supply turned off by Barnum because of complaints by your company about the volume we were moving. Your product is being sold online in over 50 plus online stores and many more resellers on Amazon and Ebay. We would like to continue to supply our shop's online customers with your product. Since there is no way you will ever stop online sales, I suggest letting us move ahead with your input and guidance as a beauty shop that also sells online, like so many already do. Yanking our supply of your product because we got to big only allows less experienced smaller operations that will not supply the proper customer service and knowledge.

As we speak our store is turned off to comply with your wishes, but we will take the tens of thousands of registered buying customers that have purchased It's a Ten products from us and redirect them to a new comparable product, and provide free samples, if we can not come to an agreement. This is not a threat, but just a road map of how we plan on recovering earnings from the recent decisions made by your company.

Hopefully we can come to an agreement. We love your product, and believe in it. Internet sales are here to stay, so you should consider working with us, which gives you control and a say in your internet online sales, since we will take your direction. Our removal will be filled with multiple smaller online suppliers which you will have no ability to control. We are professional and the right company to represent your product online with proper service and education.

Sincerely,

Adam Simms
330-554-4102

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