

July 12, 2018

Dear FOASC Members:

We are pleased to offer a new product for trial in our stores through **BoxScore Brands**. **The first two cases are free. After the trial base, this product becomes a scan based product.**

BoxScore Brands, Inc. is a licensee of Major League Baseball for team branded premium ice cream bars. *We have a choice of testing **LA Dodgers** and/or **LA Angels** premium ice cream bars!*

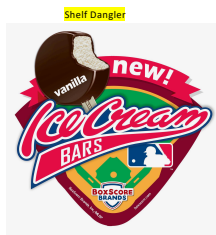


- Premium Vanilla ice cream bar w/chocolate coating
 - *All California teams carry the CMAB logo.*
- Team branded carton
- **MSRP in store \$2.99**
- Your Cost after trial **\$1.65/bar**
- **OPENING ORDER – 2 free cases**
- Case pack: 12 bars per box
- **Each carton** has a replica team bat that matches the team ice cream carton
- Scan the **QR Code** through phone



- QR code enters bat in **collectible "game"**
- Available on Apple App or Google Play stores
- Registers bat digitally
- **Consumers collect and participate in contests and prizes**

Point of Sale material



It's time to Get in the Game! With our favorite teams this summer!

Please call us with any questions:

Paul Lobana, FOASC President

Cell: (818) 203-2527 Office: (818) 357-5985 Fax: 818-435-2978 www.FOASC.com

Brittany Fehlman, FOASC Office Administrator

Cell: 805-428-8920 Office: 818-357-5985 Fax: 818-435-2978