

March 17, 2004

Thank you for expressing interest in this specialized business opportunity.

NCG Foods & Vita Bran[®] prides itself in providing the Finest Equine Nutritional Supplements in the market place today; while achieving the most cost effective and time efficient feeding solutions for consumers and equine professionals alike. As a result we are providing business opportunities for entrepreneurs to build on our established success, by providing you with the tools and products necessary to build your own successful business. In the following material you will have the opportunity to ponder this life changing investment and explore several strategies in which you may grow your business.

We are



an NCG Foods affiliate, providing Equine Health, Wellness, and Performance Products. Vita Bran[®] has redefined the standards in Client Care by providing Equine Sports Medicine Services throughout the western United States, utilizing multiple units in the field, attending competitive equine events in selected markets.

Vita Bran[®]'s mission is to make good horses great, and great horses even better, thus the competitive landscape has once again been elevated to a new level. As an incentive we are providing our clients with equine sports medicine services at no cost or extremely low cost, based on their product purchases. Thru innovation, technology, and strategic relationships Vita Bran[®] provides the highest quality products and services at the lowest cost available today, while providing Investors, Distributors, and Dealers with substantial returns.

Our products are currently being utilized by some of the top trainers in the United States, including Kathy Daughn, Gary Gonsalves, Gavin Jordan, Phil Hanson, Jack Adams, David Costello, Rody Witman, JB McClain, Larry Chastain, Brad Vauhn, Keith Kitchen, Tim Castalaw, Jack Hitchings, and Ted Robinson, to mention only a few.

We at Vita Bran[®] would like to thank you, for expressing interest in our company and extend to you a warm welcome into becoming a part of our Family of Champions.

Best Regards,

Charles Blackburn

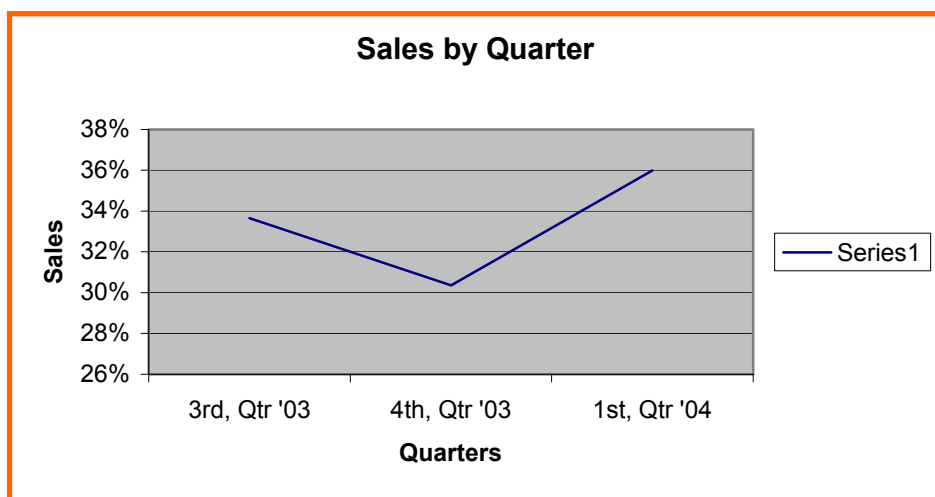
Charles D. Blackburn
Chief Executive Officer

Overview

COMPANY SALES

VitaBran[®] is a company that is steadily growing and by its presence at many of the most important equestrian events in the nation and strong national and regional marketing strategy. Vita Bran[®] has been able to establish a reputable presence, while maintaining low operational costs.

The sales since the introduction of our products show sound growth with low impact from the unstable fluctuating economy.



Investors should anticipate Gross returns of 25%-70%, based on product mix, and market audience.

CURRENT TERRITORIES

Purina Mills, LLC. and Land Of Lakes Co. currently manufactures and distributes multiple VitaBran products in 9 western states.

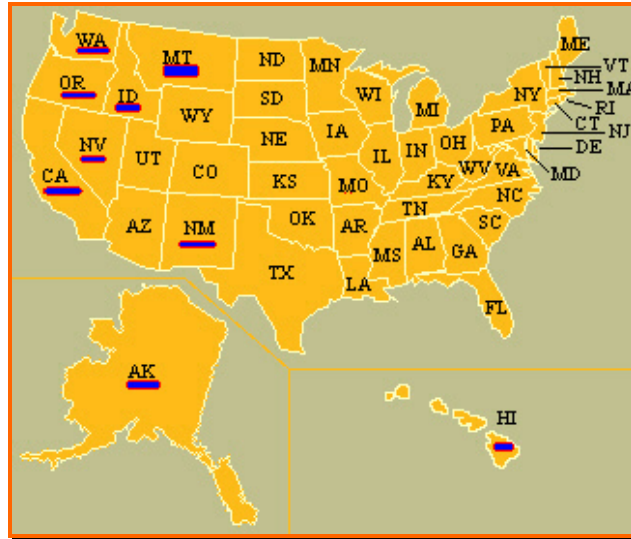
Purina Mills, LLC.

- Oregon
- California
- Nevada

Land Of Lakes, Co.

- Washington
- Idaho
- Montana
- Hawaii

- Alaska
- New Mexico (Under Diamond Cross a Division of Land Of Lakes)



STRATEGIC TERRITORIES

Our research shows that the most profitable markets are in New York, Florida, Texas, Colorado, Kentucky, Arizona, and Utah.



PRODUCT

- VB85904 – SRB Granules 20/13** (See Attachment)
- VB85901 – SRB Performance Pellet** (See Attachment)
- VB85902 – SRB Joint Care** (See Attachment)
- VB95902 – RX Medi Joint** (See Attachment)
- VB95904 – Platinum SRB/JC/HA/Perf.**
- VitaBran Mobile Equine Therapy** (See Attachment)

BUSINESS OPPORTUNITY REQUIREMENTS

Vita Bran[®] is currently offering business opportunities in the levels of:

Master Distributors:

- \$25,000 thru \$150,000 Cash investment
- \$25,000 Startup
- Credit worthiness
- Commitment to support the VB product line
- Capable of managing people and processes
- Understanding of the Equine Industry
- Understanding and knowledge of the proposed geographical territory

*** MD receives Revenue from all distributors in their specified territories with multiple distributors.**

Distributors:

- \$5,000 thru \$25,000 Cash Investment
- \$15,000 Startup
- Credit worthiness
- Understanding of the Equine Industry
- Capable of managing people and processes
- Commitment to hire professional reps as needed
- Commitment to support the VB product line
- Commitment to support the distribution effort as necessary
- Understanding and knowledge of the proposed geographical territory

Dealers:

- \$2,500 thru \$10,000 Startup
- Credit worthiness
- Understanding of the Equine Industry
- Commitment to support the VB product line
- Commitment to support the distribution effort as necessary

VITABRAN/NCG SUPPORT

Training: All new Master Distributors will receive training support in:

- Equine Nutritional Products
- Equine Physical Therapy
- Sales and Merchandising
- Product-mix and management
- Advertising and promotions
- Cost effective operations
- Accounting and Business models

General Support:

- National and Regional advertising
- Co-op Advertising
- Event Sponsorship and Co-op event sponsorship
- All POP & merchandise material (based on % of orders)
- Mobile Equine Therapy Clinic with Technicians
 - Master Distributors will be supported according to business agreement
 - All other levels will be supported according to Vita Bran's marketing strategy, which will be disclose annually.
- Preferred pricing
- Limited distributors and dealers in their respective markets
- Volume driven incentives, product specific
- Investment relative to market size and demographics
- You will assume all existing business in your territory as a M.D.
- Minimum quarterly volume requirements
- Master Distributors receive revenues from all distribution activity in their specified market area.

Attached you will find the pertinent pro-forma to give you an overview of Revenue, Cost of Goods and Strategies on Operational Expenses.

Our goal is to provide our distributors along with our consumers with the finest products and quality services to maintain and supersede the market expectations. Our guarantee is that your investment will supersede your expectations, while making full use of your knowledge and expertise in the Equine Industry.

For additional information, please call Charles Blackburn at (209) 608-7440.