



February 16, 2000

Jerry Heffel  
Chairman, Awards Committee  
D.S.A.  
1666 K Street, NW  
Suite 1010  
Washington, DC 20006-2808

RE: Grimes & Reese Partnership Award

Dear Mr. Heffel:

I would like to recommend to you and the committee that the law firm of Grimes & Reese of Idaho Falls, Idaho be nominated for the DSA Partnership Award. Being responsible for all aspects of Distributor Relations, my team depends heavily on their expert council in the areas of Compliance, State and Federal Regulations, and Compensation planning. On numerous occasions Mr. Grimes has steered us clear of many potential problems or pitfalls in establishing our long-term strategy.

It has been amazing to me their willingness to spend time, often off the clock, in understanding our business and our challenges before recommending a solution. While the firm has become one of the best sources of information and legal advice in the country, we continue to feel as if we are their only customer.

As Mr. Blake mentioned in his letter, Grimes & Reese has gone above and beyond to serve its clients. The regularly published electronic newsletter provides us with real live case study examples of breaking legal issues, and often examples of sales and marketing success coming from industry companies that are succeeding within legal boundaries. Reminding us that the good guys can win!

Most importantly, Grimes & Reese went beyond their normal service to assist USANA in our extremely successful Value Initiative Program. Largely on the advice of Mr. Grimes the company began a series of research to develop an action plan and remained an active participant in those meetings. He provided our field leaders solid data along with his unique third-party industry-wide perspective.

He continued his involvement as we developed the plan of action over the next several months with our key leaders in the field. Then during our Leadership Summit, Mr. Grimes was a vital presenter delivering an outstanding presentation, which educated our leaders to understand the need for such a strategy and the potential consequences of remaining unchanged. We could not have had the impact or the quick buy-in from the field, without his involvement.

Many feel this initiative, which would not have been possible without the proactive counsel we received from Grimes & Reese would have had such immediate and dramatic impact on the company's performance. But most importantly, I believe it has set the stage for long term growth and retention of our customer base.

Having worked with these gentlemen for over eight years in the Direct Selling Industry, I can think of no other partner who has been willing to go the extra mile for their clients and deliver such value to the industry. I only wish there were more out there like them.

I look forward to your decision on awarding the DSA Partnership honor to Grimes & Reese.

Sincerely,

A handwritten signature in cursive script, appearing to read "Mark H. Wilson".

Mark H. Wilson  
Executive Director, Customer Relations