

April 5, 2015

Andrew Wollenberg  
Mission Critical  
402 Sapphire Street  
Redwood City, CA 94062



Dear Andrew,

It gives me great pleasure to inform you that **MissionCritical Baby Carrier & Daypack** has been selected to receive The National Parenting Center's Seal of Approval.

Our product testing division, run by independent testers including parents, educators and panelists of The National Parenting Center, has determined that your product is worthy of this special recognition.

A press release will be mailed out to our media contacts, our network of parent bloggers and to the top retail and online buyers in North America. The eagerly anticipated Spring report, released as the nation emerges from the long winter and turns their attention to outdoor activities and family time, will also be available on our web site, our Facebook Fan Page and Tweeted shortly. Amazon will also be adding the Seal of Approval designation to the descriptions of winners on their product pages.

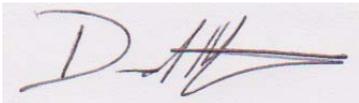
The license agreement and other materials included as attachments in this email detail the guidelines for use of the Seal, as well as the use and mention of The National Parenting Center name. Please look for the Seal of Approval label order one-sheet attached here well as other opportunities to maximize the impact your award as it relates to the most important people to your business....parents!

Now, more than ever, the significance of this award can mean the difference between MissionCritical Baby Carrier & Daypack becoming a talked about breakout hit, or missing the mark. With our pre-screened network of over 250 of the top Mommy Bloggers planning to cover the report the peer-to-peer impact that the Seal has always had is growing exponentially.

Did you know that between now and the end of the year over 1,250,000 parents will visit the TNPC web site, our Facebook Fan Page and Twitter to read our product reviews so that they can make informed purchasing decisions? One of the most powerful ways to maximize the impact of your new Seal is to turn the online review of your product into a live hyperlink pointing directly to your own web site at **www.missioncritical.cc**.

Once again we offer our congratulations to everyone at Mission Critical.

All the best,



David Katzner  
President