



*Natural Foods. Wholesome Prices. Simple Wellness.*

April 9, 2015

**Safe Harbor Statement:**

This letter includes forward-looking statements. These forward-looking statements generally can be identified by phrases such as GPDB or its management, including CEO Rod Smith, "believes," "expects," "anticipates," "foresees," "forecasts," "estimates," "Plans" or other words or phrases of similar import. Similarly, statements herein that describe the Company's business strategy, outlook, objectives, plans, intentions or goals also are forward-looking statements. All such forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those in forward-looking statements.

Dear Investors:

In light of the recent news and future developments at **Green PolkaDot Box ("GPDB")**

I thought I would begin the practice of writing you at the end of each calendar quarter to keep you abreast of our plans and progress. Why?

In part, because one of my biggest disappointments--something I've witnessed frequently over the past six months--is to watch some of our shareholders disposing of their GPDB stock too quickly at too low a price. Another reason is that many of our shareholders are missing the press releases we send out through the wire services; they don't understand the reasons why now is the time to buy, not sell, because they are not well-informed. And, finally, I want to make sure you understand the big picture: our vision for the future and our progress to hasten its arrival.

**A little housekeeping...**

If you would like to receive more frequent (monthly) email updates, please send your current email address to [rsmith@greenpolkadotbox.com](mailto:rsmith@greenpolkadotbox.com). It would also be helpful if we have the best phone number for me to reach you. Providing me with your contact information will result in better communication about our success here at Green PolkaDot Box.

**First, Some Bad News...**

I was very disappointed to see a significant drop off in sales of both Health Merchant™ stores and Appethyl®. We had great momentum going into January and we expected enough sales to maintain positive cash flow and profitability. New registrants were very excited and interest was growing steadily. I thought--at the beginning of the month--that the Health Merchant stores' launch was just around the corner, deliverable in mid-January. But, as the first two weeks passed it became apparent that the launch was bogged down and delayed due to IT failures and challenges.

The problems began when it was discovered, too late, that our 3rd party contractor had failed to meet coding specifications for vital sections of website development. Our IT staff was not vigilant enough to monitor and measure the quality of the contractor's work and progress, regularly. I am at fault for not insisting on better inter-developer communication. The discovery led to a major restructuring of the relationship with the contractor and re-assignment of tasks; but the damage had been done. Almost three months of work and progress was lost.

GPDB took on most of the heavy lifting to redevelop the code; which stretched our resources, considerably. It was impossible to keep our development schedule. Sales momentum slowed down to a halt as the reality of delays set in. Pre-registered Health Merchants or others who were seriously contemplating registration decided to wait and see when launch would actually take place before referring others or signing up. We lost our momentum and their confidence.

While I am certain a successful launch is inevitable...by the end of this month...the IT delays caused us to lose all our momentum and raise doubts with some Health Merchants and candidates.

The big bang from the Appethyl marketing test tied to feature story in ***First For Women*** magazine faded, also, by mid-January. Other pending public relations efforts by our Appethyl supplier, GreenLeaf Medical, were delayed or postponed, indefinitely, while waiting for a big press release schedule for May. I cannot comment on that release at this time.

Fortunately, notwithstanding the bad news and delays, there is great hope for optimism and a very bright future. in spite of the set backs, both the Health Merchant program and Appethyl proved that they are winners...and they have legs for a great success in the future...and that 2015 is going to be a very prosperous year for Green PolkaDot Box.

#### **Now for good news...**

Q1 sales in 2015 were up to \$711,840 compared to the previous quarter ending 2014 at \$376,843. That's an increase of 88%. Most importantly the successes with both the Health Merchant program and Appethyl--albeit for a brief period--signal the potential for increasing revenues in the months ahead. We are just a few short weeks away from launching our Health Merchant™ program, the most impact-full initiative we've ever undertaken. And, the ramifications for growth and profitability are far reaching. Let me give you a glimpse of what I'm expecting over the next 120 days.

We are anticipating 1,000 Health Merchant sales between May 1st and July 31st. Those sales are projected to generate approximately \$2,000,000 in gross receipts from enrollment fees, alone. But there's more, Each Health Merchant commits to paying a monthly service fee of \$50 for the first six months, then \$100 thereafter. That's potentially \$100,000 in monthly service revenues. In addition, each Health Merchant will develop their own bank of customers who will shop at their respective online health stores, powered by Green PolkaDot Box. Imagine the revenues that would result in the following months if the Health Merchants who enroll are successful in adding just 20 customers who shop regularly at their store, spending \$150 each.

That's an average monthly sales volume of \$3,000 per Health Merchant. Do the math to discover that 1,000 Health Merchants x \$3,000 is \$3,000,000 in monthly sales revenue from product sales! But that is just the beginning.

Over the rest of 2015 we plan to add up to 5,000 Health Merchants. I know we can.

If you'd like to share in my enthusiasm I encourage you to listen to "The Big Picture" audio presentation I just recorded at [gmofighter.gpdb.com/healthmerchant](http://gmofighter.gpdb.com/healthmerchant) which is positioned under the heading "Information & Resources" on the left hand column (middle) of the page. The audio recording includes a presentation regarding Living Produce® and our plans for vertical integration into essential food groups which could drive down costs and pricing for consumers.

### **Appethyl®**

I knew Appethyl was going to be big, but I had no idea we would generate over \$270,000 in sales in January based on only one test article in *First on Women* magazine. We are rapidly moving forward to take action and put into play a national public relations and direct response advertising campaign. Our partnership with **Digital Target Marketing** (DTM) for Internet sales commences this week. Production of our national TV campaign--subject to financing--is scheduled to be completed and wrap in mid-May; meaning that we plan to commence advertising in early June. Watch and see our results! I anticipate selling over 25,000 units for first time buyers at an average price of \$57, including shipping, during the months of June and July (2015). That's almost \$1,500,000 in projected revenues and it doesn't include any other purchases at Green PolkaDot Box.

### **Update on Audit**

According to the lead auditor at HJ Associates, we will have completed audits through 2014 on or before April 30th. Once completed, we will file an amended application for SEC approval to issue an S-1 registration for \$5 million in capitalization. I anticipate the timing for that registration will be in late June. Then, following completion of the S-1 we will become "fully reporting" on the OTC and begin preparations for up listing to a major exchange. We are in discussions with investment banking firms to achieve that result in connection with a Re-IPO later this year, if possible.

### **Current Projects: Living Produce® and Eastern Distribution Center**

Earlier this month we made the final principal payment to complete the acquisition of 40-acres of farmland near Spring City, Utah for development of our first Living Produce Growing Center ("LPGC"). To learn more about Living Produce please listen to "The Big Picture" audio presentation I referenced above. My plan, pending receipt of \$1.5 million in financing, is to complete development of Phase I by July 2015.

In parallel to development of LPGC Phase I, we are also planning to purchase a second distribution center in eastern Tennessee at a cost of \$3.5 million. This new facility will cut eastbound shipment costs by two-thirds and open up our entire frozen/refrigerated food lines to members living in the mid west and eastern U.S. It will also make it possible for GPDB to take full advantage of its distribution agreement with Amazon.com for shipping organic, non-GMO frozen foods to its more than 65 million customers.

Funding for both the LPGC and the Distribution Center is planned through either the S-1 (Reg A) registration referenced above or a current Series A Preferred Stock offering that is underway. For more information about the Series A Preferred, please contact me at [rsmith@greenpolkadotbox.com](mailto:rsmith@greenpolkadotbox.com).

The groundwork has been completed, the foundation laid, for a "break out" year in 2015. Exciting days are just ahead. Thanks for your support as a shareholder in Green PolkaDot Box!

Warm regards,

A handwritten signature in dark ink, appearing to read 'Rod Smith', with a stylized flourish at the end.

Rod Smith  
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