



April 30, 2021

To Whom it May Concern,

This letter serves to confirm our endorsement of John O'Maley of O'Maley and Associates as a capable and knowledgeable manufacturer's independent representative and manager for retail channel distribution. I have known John for nearly 20 years. During my employment with Discus Dental Inc., from 1993 – 2010 and while serving the company as its Vice President of Business Development, John's firm was selected to act as the company's retail sales leader to help that company establish distribution of its oral care products in retail chains both in the U.S. and Canada. From 2005 – 2007, John and his network of brokers helped get Discus product lines in 50,000 stores including 10 out of the then existing 11 national drugstore chains, 2 major "big box" chains, and several national food/grocery outlets.

Most recently, my current company DenMat Holdings, LLC engaged John and his firm to provide similar services for the company's line of powered tooth brushes. John was instrumental in leading us to the key brokers who could arrange face-to-face meetings with decision makers at the target retail chains.

Over the years, we have found John to be very experienced, knowledgeable, and skilled in the area of retail products distribution. Further, we have always known John to be of high integrity and have enjoyed working with him.

Sincerely,

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

Robert Cartagena
Chief Operating Officer
DenMat Holdings, LLC