

Herman Howry & Breen

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November 1, 2007

Via Certified Mail RRR

Quantum Works of Virginia

Dawn Hoffman

4246 Minnard Court

Virginia Beach, VA 23462

Re: "EPFX"

Website: quantumhealth4u.com

Dear Ms. Hoffman:

This firm represents Lance Armstrong. It has come to our attention that you have misappropriated Mr. Armstrong's name, likeness, image and registered trademarks in connection with a product/service known variously as EPFX and which has been portrayed as a state-of-the-art bio-feedback system for stress detection and stress reduction. Mr. Armstrong has been represented by you, for commercial purposes, to be a user and implicit endorser of the machine or system. Mr. Armstrong objects to your use of his name and trademark in connection with your product as it will no doubt mislead consumers to conclude that Mr. Armstrong uses, or has used, your product, when in fact, he has not. Certainly, he has never endorsed the product in any way, directly or indirectly, despite the representations contained in your website.

Mr. Armstrong is the owner of several trademark registrations for "LANCE ARMSTRONG" including Registration No. 2978290 for endorsement services, namely promoting the products and services of others and Registration No. 2729652 for footwear, head bands, scarves, clothing caps, clothing belts, pants, shorts, T-shirts, warm up shirts, shirts, sweaters, socks, wrist bands, golf shirts, sweatshirts, sweat pants, gloves, jump suits, tights, leotards, clothing tops, unitards, vest and bicycle shoes and bicycle socks. The "LANCE ARMSTRONG" mark is associated with Mr. Armstrong and has been used by Mr. Armstrong as a trademark since at least 1999. Your unauthorized use of the "LANCE ARMSTRONG" trademark in connection with this product, particularly given its questionable effectiveness and legality, is misleading to consumers who are familiar with Mr. Armstrong's products and his reputation and infringes upon Mr. Armstrong's federal, common law and state law rights. Mr. Armstrong has the exclusive right to use the "LANCE ARMSTRONG" mark, and to license such use by others. Your companies have no such license. Any reference to "Lance Armstrong", particularly relating to your products, is unauthorized and illegal.

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In addition to the trademark violations, your use of Mr. Armstrong's name, likeness and image to endorse your product is a violation of his common law right of publicity. Mr. Armstrong is recognized internationally for his success as a cyclist and his humanitarian and charitable projects. As a result of his success, Mr. Armstrong's name, likeness and image has acquired significant commercial value, particularly in the sports world. Mr. Armstrong has an inherent right to control the commercial use of his identity. Your use of his name, likeness or image in connection with, much less as an endorsement of, your product without an endorsement agreement is a violation of Mr. Armstrong's rights, an invasion of his privacy and has resulted in significant damages.

Please consider this to be the demand of Mr. Armstrong that you immediately cease your unauthorized use of the "LANCE ARMSTRONG" trademark or any other use of Mr. Armstrong's name, likeness or image or any derivation thereof, in your business, including, without limitation in connection with the product or service known as EPPX, as well as provide compensation for the unauthorized usage described above.

Please contact me at the above address and number, should you wish to resolve this matter without the necessity of judicial intervention.

Very truly yours,

Timothy J. Herman

/TJH