

May 11, 2013

Innova Fund II, L.P.  
Attn: Jan Bouten  
20 South Dudley Street, Suite 620  
Memphis, TN 38103

Memphis Biomed Ventures Tennessee I, LLC  
Attn: Gary Stevenson  
17 West Pontotoc, Suite 200  
Memphis, TN 38103

Re: Investment in HEALTH & BLISS, Inc.

Dear Jan and Gary:

Pursuant to the Stock Purchase Agreement entered into as of May 11, 2013 between HEALTH & BLISS, Inc. (the "Company"), a corporation with its headquarters and principal place of business in Tennessee, Innova Fund II, L.P. ("Innova"), Memphis Biomed Ventures Tennessee I, LLC ("MBV"), and certain other Purchasers set forth therein, Innova has purchased 2,500 shares of common stock in the Company for \$25,000 and MBV has purchased 2,500 shares of common stock in the Company for \$25,000.

We look forward to a long and prosperous relationship between the Company, Innova and MBV and thank you for your support.

Sincerely,



Bliss H. Lansing, President  
HEALTH & BLISS, Inc.