

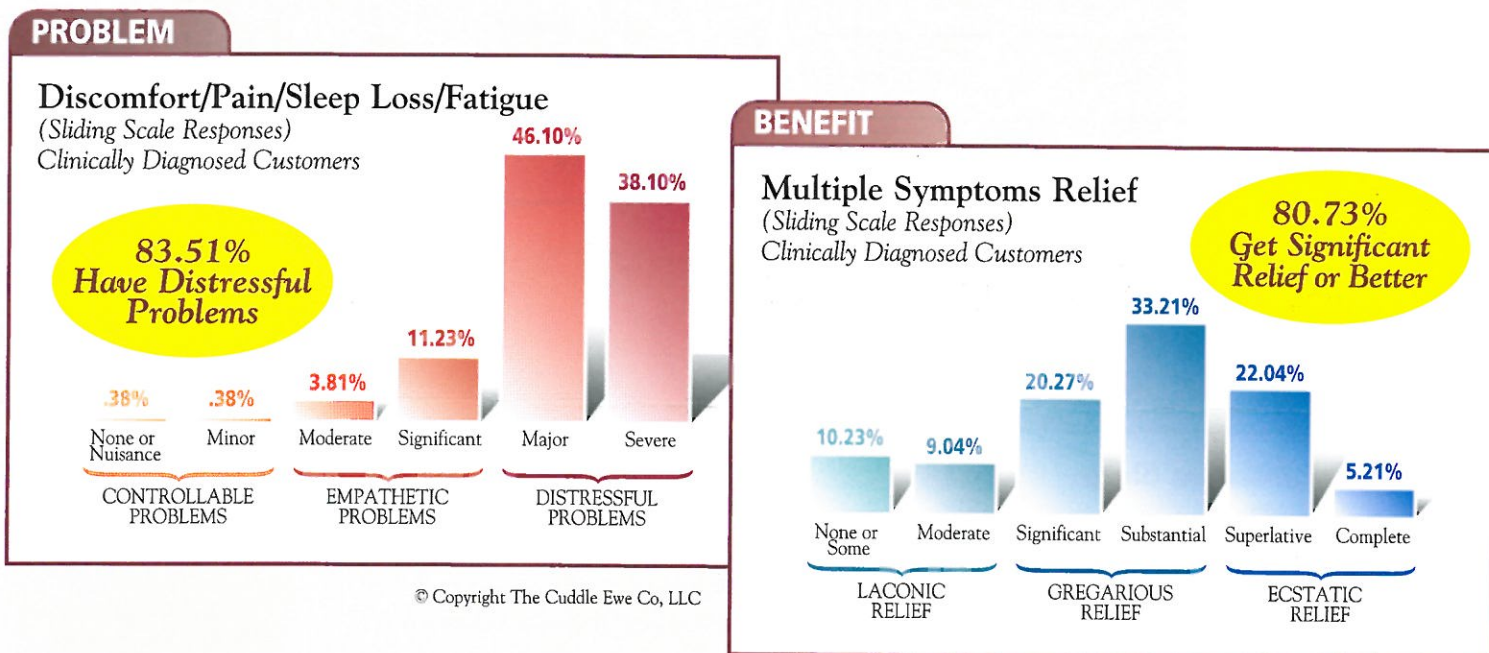
A CUSTOMER SURVEY



Cuddle Ewe™ Underquilts in Fibromyalgia Syndrome (FMS)

Quality of Life Improvement

(Symptomatic Relief Composite)



SURVEY METHODOLOGY

A unitized four-sided, two page questionnaire, utilizing conventional, medical sliding scales for recording and measuring pain and pain relief, relating to the major symptoms found in fibromyalgia syndrome, was mailed with a postage paid return envelope to 1,602 randomly selected Cuddle Ewe Company retail customers. A total of 643 responses from *Clinically Diagnosed Customers* was received or a 40.1% response rate.

Fibromyalgia syndrome (FMS) is a fairly common, but mostly unrecognized chronic widespread pain disorder. Typical symptoms include widespread pain, sleep disturbance, fatigue, morning stiffness, burning sensation and headache.

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Symptom:

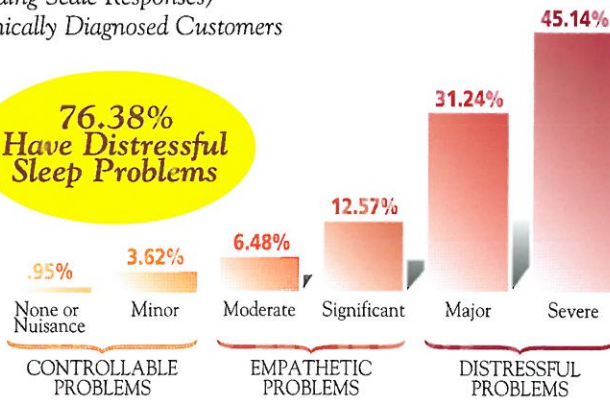
No Restful and Restorative Sleep

PROBLEM

Lack of Restful, Restorative Sleep

(Sliding Scale Responses)
Clinically Diagnosed Customers

76.38%
Have Distressful
Sleep Problems



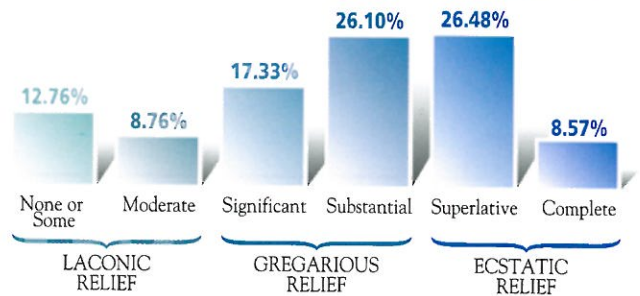
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BENEFIT

Restful, Restorative Sleep

(Sliding Scale Responses)
Clinically Diagnosed Customers

78.48%
Get Significant
Relief or Better



Symptom:

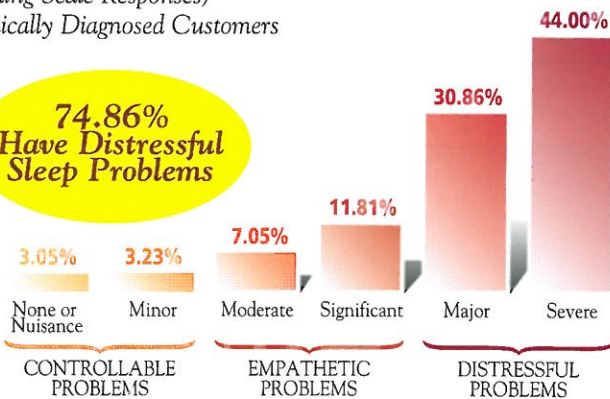
Not Sleeping Through the Night

PROBLEM

Erratic, Inconsistent Sleep

(Sliding Scale Responses)
Clinically Diagnosed Customers

74.86%
Have Distressful
Sleep Problems



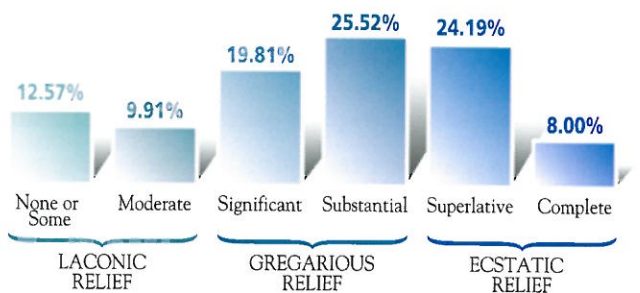
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BENEFIT

Improved Sleep Duration

(Sliding Scale Responses)
Clinically Diagnosed Customers

77.52%
Get Significant
Relief or Better



SURVEY METHODOLOGY

The Pain/Problem data has been articulated into three main categories, with two sub-categories for each. All main categories and sub-categories are contiguous along the sliding scale and form a continuum of progressively worsening pain/problems from left to right. The main pain categories are described as Controllable Pain, Empathetic Pain and Distressful Pain. Likewise, the Relief data has been articulated in similar fashion with the main relief categories described as Laconic Relief, Gregarious Relief and Ecstatic Relief.

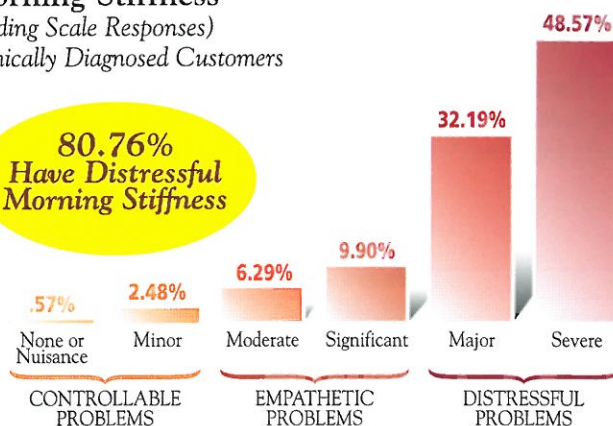
Symptom: Morning Stiffness

PROBLEM

Morning Stiffness

(Sliding Scale Responses)
Clinically Diagnosed Customers

80.76%
Have Distressful
Morning Stiffness



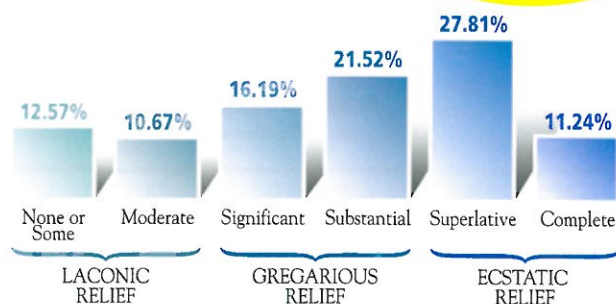
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BENEFIT

Morning Stiffness Relief

(Sliding Scale Responses)
Clinically Diagnosed Customers

76.76%
Get Significant
Relief or Better



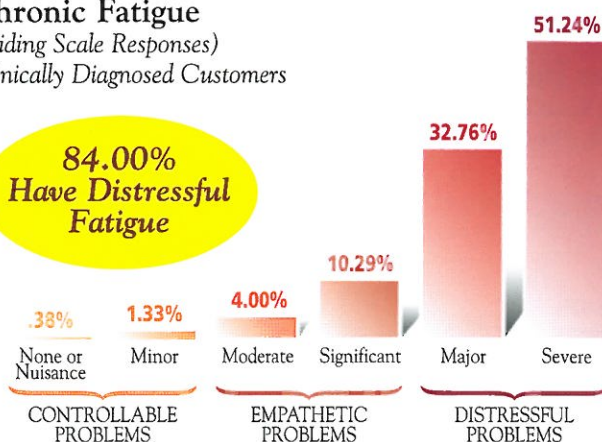
Symptom: Fatigue

PROBLEM

Chronic Fatigue

(Sliding Scale Responses)
Clinically Diagnosed Customers

84.00%
Have Distressful
Fatigue



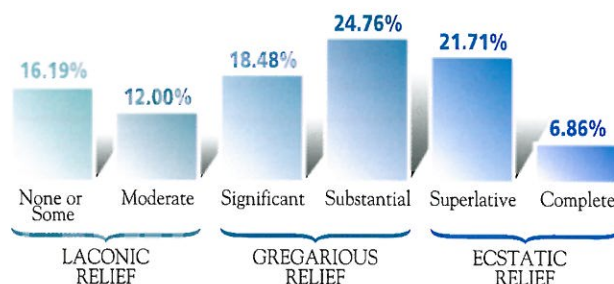
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BENEFIT

Reduced Fatigue

(Sliding Scale Responses)
Clinically Diagnosed Customers

71.81%
Get Significant
Relief or Better



SURVEY METHODOLOGY

Customer responses received were considered valid, if they were submitted complete by FMS customers and were considered invalid, if they were submitted by non-FMS customers and by FMS customers whose responses were incomplete. At least one attempt was made to contact all FMS respondents who had returned incomplete surveys. There is no cut off date for submitting completed surveys by retail customers, but a tabulation closing date was set approximately 75 days after the last surveys were mailed.

Symptom:

Soft Tissue Muscle Pain

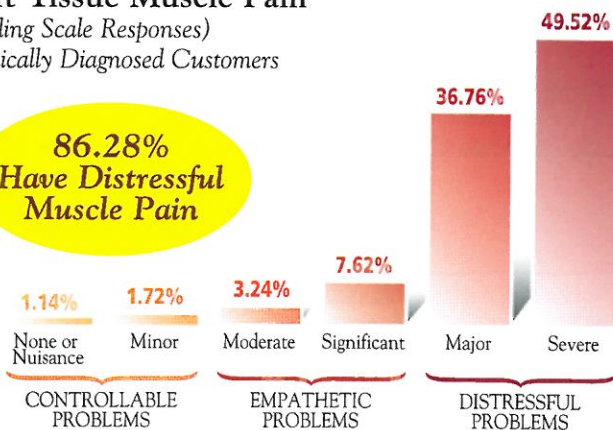
PROBLEM

Soft Tissue Muscle Pain

(Sliding Scale Responses)

Clinically Diagnosed Customers

86.28%
Have Distressful
Muscle Pain



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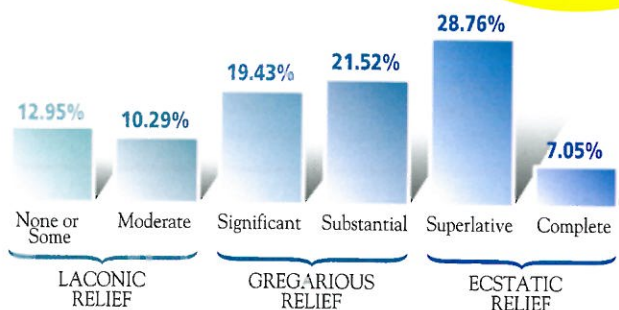
BENEFIT

Soft Tissue Pain Relief, Comfort

(Sliding Scale Responses)

Clinically Diagnosed Customers

76.76%
Get Significant
Relief or Better



Symptom:

Tender Point Muscle Pain

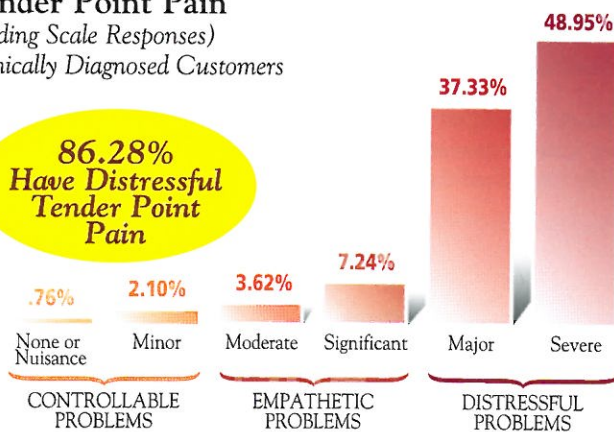
PROBLEM

Tender Point Pain

(Sliding Scale Responses)

Clinically Diagnosed Customers

86.28%
Have Distressful
Tender Point
Pain



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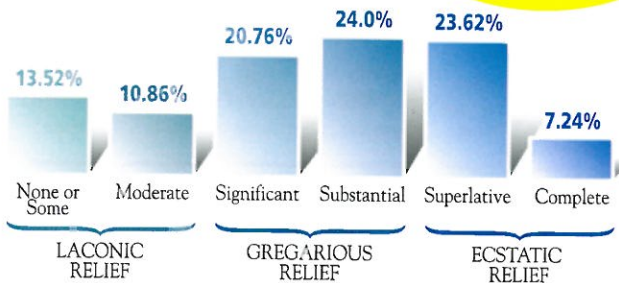
BENEFIT

Tender Point Pain Relief, Comfort

(Sliding Scale Responses)

Clinically Diagnosed Customers

75.62%
Get Significant
Relief or Better



SURVEY METHODOLOGY

Reported customer responses were further substantiated by separating the clinically or physician diagnosed fibromyalgia customers from the self-diagnosed customers. All survey data, which has been articulated and published in collateral form or on The Cuddle Ewe Company, LLC web site, represents only non-coded, validated responses, from Clinically Diagnosed Customers.