Law Offices of
MIGUEL A. CUSTODIO, JR.
Attorney at Law

December 21, 2012

Lust for Life, Inc.
c/o Christian Leibfried
333 ½ North Genesee
Los Angeles, CA 90036

Re: NOTICE OF VIOLATION AGAINST LUST FOR LIFE, INC., OF CALIFORNIA HEALTH & SAFETY CODE SECTION 25249.6

Dear Mr. Leibfried and Appropriate Public Enforcement Agencies:

Jesse Garrett ("Garrett") is a citizen of the state of California acting in the interest of the general public seeking to further, among other causes, the protection of the environment, toxics reduction, the promotion and improvement of human health, the improvement of workers and consumer rights, environmental education and corporate accountability. Mr. Garrett has identified violations of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65" or "Act"), which is codified at Cal. Health & Safety Code §25249.5 *et seq.*

Mr. Garrett has documented violations of Proposition 65 by Lust for Life, Inc., a California corporation (the "Violator"). This letter serves to provide Mr. Garrett's notification of these violations to the Violator. Pursuant to §25249.7(d) of the statute, Mr. Garrett intends to bring an enforcement action sixty (60) days after effective service of this notice unless the appropriate public enforcement agencies have commenced and are diligently prosecuting an action to rectify these violations.

Information available to Mr. Garrett as of the date of this letter indicates that ongoing violations have occurred every day since at least December 21, 2011, at the Saint Felix Hollywood located at 1602 N. Cahuenga Blvd., Los Angeles, CA 90028, and will continue every day until clear and reasonable warnings are provided to customers.

A copy of the Proposition 65 summary prepared by the Office of Environmental Health Hazard Assessment is enclosed, to the copy of this letter served to the Violator.

In the course of its business, the Violator knowingly and intentionally sells alcohol to its customers without first giving the following clear and reasonable warning to such individuals, as required by Title 22, CCR §12601(b)(1)(D)(2): "WARNING: Drinking Distilled Spirits, Beer, Coolers, Wine and Other Alcoholic Beverages May Increase Cancer Risk, and, During Pregnancy, Can Cause Birth Defects."

By doing so, the Violator has exposed consumers to the following chemicals without the proper required Proposition 65 warnings: 1) Alcoholic beverages, when associated with alcohol abuse, which have been

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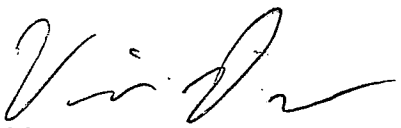
a listed carcinogen under Proposition 65 since 1988, and; 2) Ethyl alcohol in alcoholic beverages, which has been a listed carcinogen under Proposition 65 since 1987.

Mr. Garrett intends to file a private enforcement action as provided for in the Act for the alleged violations by the Violator, unless California agrees in an enforceable written instrument to: (1) recall the listed products so as to eliminate further exposures to the identified chemicals; or (2) affix clear and reasonable Proposition 65 warning labels; and (3) pay an appropriate civil penalty. Consistent with the public interest goals of Proposition 65, Mr. Garrett is interested in seeking a constructive resolution to this matter, and invites violator, should it seek early resolution of this matter, to communicate directly with Garrett's attorneys. Such resolution will avoid further unwarned consumer exposures, as well as resource intensive litigation.

Please direct all questions concerning this notice to Mr. Garrett's attorneys, Vineet Dubey (dubey@custodiolaw.com) or Miguel A. Custodio, Jr.(custodio@custodiolaw.com), 766 E. Colorado Blvd., Ste 108, Pasadena, CA 91101, 213-785-2909.

Sincerely,



Vineet Dubey, Esq.
Law Offices of Miguel A. Custodio, Jr.

cc: Attorney General of California
cc: Los Angeles County District Attorney
cc: Los Angeles City Attorney

Enclosures:
Proposition 65 Summary
Certificate of Merit
Certificate of Service

CERTIFICATE OF MERIT
Health and Safety Code Section 25249.7(d)

Re: Jesse Garrett's Notice of Proposition 65 Violations by Lust for Life, Inc.

I, Vineet Dubey, hereby declare:

1. This Certificate of Merit accompanies the attached sixty-day notice in which it is alleged the party identified in the notice violated California Health & Safety Code Section 25249.6 by failing to provide clear and reasonable warnings.

2. I am an attorney for the noticing party.

3. I have consulted with one or more persons with relevant and appropriate experience, extensively reviewed Proposition 65, Article 6, §12601(b)(1)(D)(2), and have assembled evidence attached to the copy for the California Attorney General as Exhibits 1 and 2 to this Certificate of Merit regarding the lack of warnings for the listed chemical that is the subject of the notice.

4. Based on the information obtained; Proposition 65, Article 6, §12601(b)(1)(D)(2); and on other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that "reasonable and meritorious case for the private action" means that the information provides a credible basis that all elements of the plaintiff's case can be established and that the information did not prove that the alleged violator will be able to establish any of the affirmative defenses set forth in the statute.

5. The copy of this Certificate of Merit served on the Attorney General attaches to it factual information sufficient to establish the basis for this certificate, including the information identified in California Health & Safety Code §25249.7(h)(2).

Dated: December 21, 2012

Vineet Dubey, Attorney at Law

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CERTIFICATE OF SERVICE

I am over the age of 18 and not a party to this case. I am a resident of or employed in the county where the mailing occurred. My business address is 766 E. Colorado Blvd., Ste 108, Pasadena, CA 91101.

On the date shown below, I served the following:

1) 60-Day Notice of Intent to Sue Under Health and Safety Code section 25249.6
2) Certificate of Merit; Health and Safety Code Section 25249.7(d)
3) Certificate of Merit (Attorney General Copy); Factual information sufficient to establish the basis of the certificate of merit *(only sent to Attorney General)*
4) The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65); A Summary

on the alleged violator listed below via First Class Certified Mail through the United States Postal Service by placing a true and correct copy in a sealed envelope, addressed to the entity's agent for service of process listed below and providing such envelope to a United States Postal Service Representative:

Lust for Life, Inc.
c/o Christian Leibfried
333 ½ North Genesee
Los Angeles, CA 90036

as well as providing copies of the notice to the public enforcers by placing a true and correct copy in a sealed envelope, addressed to the party listed below, and served as follows:

Office of the Attorney General
PO Box 70550
Oakland, CA 94612

Los Angeles County District Attorney
210 W. Temple St., 18th Floor
Los Angeles, CA 90012

Los Angeles City Attorney
200 N. Main St., Ste 1800
Los Angeles, CA 90012

I declare under penalty of perjury that under the laws of the State of California that the foregoing is true and correct.

December 21, 2012

Vineet Dubey

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