

October 10, 2007  
Mr. Head Honcho  
Director of Business Development  
XYZ Pharmaceutical Company  
123 Main Street  
City, State Country zip code

Dear Mr. Honcho,

The most formidable challenge faced by the developers of dry powder inhalers (DPIs) is that these devices fail to permit the patient to visually verify they have received their medication. In response, Breathe Pharmaceuticals, Inc. has developed a novel dry powder inhaler technology that revolutionizes the way dry powdered medication is delivered to patients. The B-SURE™ DPI is a patented<sup>1,2</sup> patient friendly, unit dose dry powder inhaler that ensures:

- **Visual verification of drug delivery** – following inhalation, transparent unit dose blister packs provide visual feed back to the patient
- **Precise dosages** – utilization of unit dose blister pack prevents under and over dosing
- **Ease-of-use** – simple, compact design is efficiently and effectively used by patients of all ages
- **Low flow rate** – operating flow rate as low as 30 liters per minute is accessible to any (even compromised) patient

As proven leaders in the industry, Breathe's executive team includes past president and CEO of DURA® and WE® Pharmaceuticals, Craig H. Wheeler, and renowned pulmonologist and inventor of WE® Pharmaceutical's E-Z Spacer™ respiratory device and the Breathe B-SURE™ DPI, Dr. Mark Mecikalski, M.D. With successful track records of bringing medical devices and drugs to the market, we feel that the B-SURE™ DPI is the most exciting product that we have had the opportunity to license in many years. Recent clinical tests conducted by an independent laboratory<sup>3</sup> reports that the B-SURE™ DPI has an operating flow rate as low as 30 liters per minute while maintaining efficient fine particle distribution. The B-SURE™ DPI has no moving parts to jam or break, uses moisture-proof blister packs, has little or no flow rate dependency, and is capable of delivering precise doses of dry powder medications to any patient.

Breathe® Pharmaceuticals, Inc. is pleased to offer XYZ Pharmaceutical Company the opportunity to be among the first in the pharmaceutical industry to license the B-SURE™ technology. We're sure you'll agree that the simplicity, affordability, dose versatility, drug delivery efficiency, and most significantly, the visual verification by the patient, give the B-SURE™ Inhaler a definite advantage over competing DPI devices. The executive team at Breathe® Pharmaceuticals, Inc. invites XYZ Pharmaceutical Company to become a partner in licensing this revolutionary technology and looks forward to meeting with you to demonstrate the B-SURE™ Dry Powder Inhaler.

To discuss licensing, or to schedule a meeting, please contact us by phone at (858) 486-1777. Alternatively, email us at [craig@breathepharmaceuticals.com](mailto:craig@breathepharmaceuticals.com).

Sincerely,

Craig H. Wheeler  
President, Breathe® Pharmaceuticals, Inc.

References:

1. US Patent no. and information
2. Europe CPT no. and information
3. Something about the Independent Lab conducting the research...at least the name of the company lends credibility to your claim.