

Plaintiff, Lenora Rice, together with her counsel, the law firm of Beaumont Costales LLC (and each of its attorneys), affirmatively withdraw and unequivocally retract the claims set forth in *Lenora Rice vs National Beverage Corp d/b/a LaCroix Sparkling Waters*, United States District Court for the Northern District of Illinois, Case No. 1-18-cv-07151, challenging the packaging and/or labeling of LaCroix Sparkling Water with respect to the naturalness of its ingredients.

Rice claimed that independent laboratory testing commissioned by Beaumont Costales revealed ingredients in LaCroix that were not “natural.” That laboratory has since confirmed in writing and separately under oath that its testing could not, and did not, determine whether the ingredients were “synthetic” and made no finding as to the source of the ingredients it identified. We do not dispute that those same ingredients can be derived naturally. In addition, Rice and Beaumont Costales have been provided with the results of the independent testing conducted by another accredited laboratory, which confirmed that LaCroix's flavor ingredients are 100% natural and free of any “synthetic” sources.

While both Rice and Beaumont Costales contend that they did not intend any harm to National Beverage Corp., its shareholders, retailers and, most importantly, its following of loyal consumers, they both acknowledge harm was done.

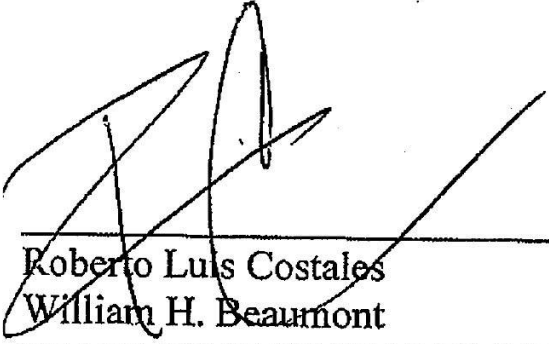
This retraction is intended to be inclusive of all facts set forth and implications made in connection with Rice's lawsuit, including any and all complaints, pleadings, responses, replies, motions, affidavits, oral statements, and/or any responses to discovery. Rice and Beaumont

Costales further acknowledge that they received no payment whatsoever for this retraction or for the withdrawal and dismissal of their Complaint.

By signing below, we expressly consent and agree that this letter may be used by National Beverage Corp., or its successors and assigns, with its retailers, consumers, analysts, other putative or actual plaintiffs and their counsel, and the media.

DocuSigned by:
Lenora Rice
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Lenora Rice
Plaintiff



Roberto Luis Costales
William H. Beaumont
BEAUMONT COSTALES LLC
Attorneys for Plaintiff