



December 4, 2015

Regarding: InnovateHER Palm Beach County Local Challenge Winner

To Whom It May Concern;

Tone-y-Bands is a product that has been well thought out and designed for fitness. The prototype which we had the opportunity to see, feel and touch is light weight, easy to transport and provides components to progress at the users own pace. For individuals with condensed time schedules to work out or who visually recognize the need to exercise but may not have the resources or the energy to go to a gym would have a product available to exercise on the go... in the car, at the grocery store, at a soccer game, or attending to family needs.

The product sample and packaging is ready for commercialization and the fitness market is growing by leaps and bounds.

We believe this product fits all of the required Challenge criteria including a detailed business plan, and endorse the decision of the local judges to select Tone-y-Bands.

A handwritten signature in blue ink, reading 'Victoria Hughes', is written over the printed name.

Victoria Hughes
Director
Florida Women's Business Center



2016 InnovateHER Challenge

www.challenge.gov

Broward County Local Challenge Winner

Name of winning individual: Janice Haley
Name of Business: Better Way Inventions, LLC, dba Tone-y-Bands
Product/Service Name: Tone-y-Bands™ Arm Toning System
Address: 906 SW 36th CT, Boynton Beach, FL 33435
Contact Telephone: 561-441-9141
Website Address:
Email Address: janice.toneybands@gmail.com

Name of Host: Florida Women's Business Center
Address: The Center for Technology, Enterprise & Development, Inc.
401 W Atlantic Ave., Ste. 09, Delray Beach, FL 33444
POC: Victoria A. Hughes
Contact Telephone: 561-265-3790 x103
Email Address: Victoria@FLWBC.org

Tone-y-Bands™ manufactures and markets a unique arm toning system which helps people to tone arm, shoulder, and core muscles, burn calories, and live a healthier lifestyle. The wrist bands allow for continuous exercise while providing the ability to increase and/or decrease the amount of weight.