

MUTUAL NON-DISCLOSURE AGREEMENT

To facilitate the consideration and negotiation of a possible transaction between Hollie Blue Inc. and John Lay and employees of Lay Designs, and Dan Fleetwood and employees of Creatine Marketing, (referred to collectively as the "Parties" and individually as a "Party"), each Party has and will be exchanging non-public information regarding the other Party (herein collectively referred to as the "Evaluation Material"). Each Party, in its capacity as a provider of information, is referred to in this agreement as "Provider"; and each Party, in its capacity as a recipient of information, is referred to in this agreement as "Recipient." This agreement sets forth the Parties' obligations regarding the use and disclosure of such information and regarding various related matters.

Recipient hereby agrees that the Evaluation Material will be used solely for the purpose of evaluating a possible transaction between Provider and Recipient, and that such information will be kept confidential by Recipient and Recipient's representatives. Evaluation material may be disclosed to Recipient's directors, officers, employees and representatives who need to know such information for the purpose of evaluating any such possible transaction (it being understood that such directors, officers, employees and representatives shall treat such information confidentially).

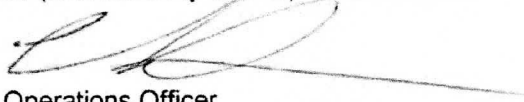
The Recipient shall not retain any copies, extracts or other reproductions in whole or part of such Evaluation Material.

This letter shall be governed by, and construed in accordance with, the laws of the State of California, and provincial laws of Ontario, Canada.

IN WITNESS WHEREOF, the Parties have caused this agreement to be executed by their duly authorized representatives effective as of the date first written below.

By: Hollie Blue Inc.

Printed Name (with authority to bind): Chad Pearson

Signature: 

Title: Chief Operations Officer

Date: July 3rd, 2014

By:

Printed Name (with authority to bind): John Lay

Signature: 

Title: Creative Director

Date: 7/3/14

By:

Printed Name (with authority to bind): Dan Fleetwood

Signature:

Title:

Date: