January 3, 2007

Benny Doro
Regional Manager Investor Relations, NYC
224B Jolly Harbor
St Johns Antigua WI

Dear Mr. Doro,

San Antonio-based Sweet Success Enterprises, Inc. acquired Nestle's original Sweet Success™ brand in 2002 and has re-launched a product line to tap into the rapidly growing demand for convenient and nutritious functional beverages. The Company's line of *Fuel for Health*™ all-natural beverages is available in a growing number of stores and includes select ingredients to boost energy and immunity and enhance a healthy lifestyle.

Sweet Success recently completed a transformational period during which we had many achievements, weathered a few setbacks, but ultimately finalized an exciting product line and a top-flight executive, management and sales team to get it on retailers' shelves across the country. We've tied up loose ends and streamlined operations. Our focus is now set squarely on sales and distribution.

We are currently building a network of independent distributors, brokers, national retail accounts and web sellers that we anticipate to include 15,000 to 20,000 points of distribution. Our business plan contemplates increased consumer sales through expansion of our points of sale to include grocery, mass merchandisers, drug, specialty vitamin, warehouse clubs, natural/organic grocers, corner stores, online only retail and private label.

We appreciate your continued dedication in your position as Regional Manager of Investor Relations, NYC for Sweet Success Enterprises Inc. as well as the direct investments for equity made by your Company Kickarock Productions Inc. In July 2004, we sold 2,500,000 shares of our common stock to Kick a Rock Productions, Inc. for $.072 per share. Subsequently, we sold 312,500 shares to Kick a Rock for $.08 per share in March 2005. During November 2005, Kick a Rock Productions, Inc., made advances to us totaling $60,000 to help fund operations. During the six months ended June 30, 2006, additional advances totaling $420,000 were made to help fund operations. The advances were evidenced by a promissory note whereby the outstanding principal and earned interest is due and payable on November 2, 2006 and bear interest at 7% per annum. In June 2006, the outstanding note agreements totaling $480,000 of principal indebtedness were assigned and transferred to an escrow agent who subsequently extinguished the notes for 960,000 shares of our common stock and 480,000 stock options. The remainder of indebtedness comprising accrued interest up until the date of conversion, as per the original note terms, was waived.

Sincerely,

William J. Gallagher, Chairman and CEO

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