



For the past 5 years, Amigos Foods has dedicated itself to hosting an annual golf outing event for the benefit of a charity near and dear to our hearts. This year we have chosen to dedicate this event to the ALS Association to aid them in the fight against Lou Gehrig's disease, a devastating and incurable illness.

For those unfamiliar with ALS, it is a neurodegenerative disease that affects nerve cells in the brain and the spinal cord. When the motor neurons die, the ability of the brain to initiate and control muscle movement is lost. With voluntary muscle action progressively affected, patients in the later stages of the disease may become totally paralyzed. The disease usually does not affect the senses - taste, touch, sight, smell and hearing - or the mind. ALS wreaks a devastating effect on patients as well as their families, as they cope with the progressive degeneration of the motor neurons and eventually death.

The fight against Lou Gehrig's disease has become an especially personal and significant one for me, my brother Agustin and my entire family because on October 29, 2009 my mother, Esperanza Hurtado, was diagnosed with ALS. As can be imagined, the diagnosis has hit us all very hard. To make matters worse, I have recently found out that a cousin of mine, Romelia Carreño, has also been diagnosed with ALS.

It has become clear to me that something must be done. For this reason, I have made it my goal to make this year's golf outing the best one in our history, hoping to generate more money for our charity than ever before. For this to happen, it is imperative that I call on everyone to step up and support this cause along with me. My intention is to donate every dollar generated from our golf outing to the ALS Association, so they can continue their battle against this destructive disease, and to maybe someday find a cure.

Those of you who have attended an Amigos Foods' golf outing in the past are well aware of the quality of event that we can put together. This year, I plan to make it the best one yet, in every way possible. Amigos Foods will be raffling off a brand new 2011 sports car. We will be selling 1,000 raffle tickets at \$100 each so that one lucky winner can take home a brand new car. Only 1,000 tickets will be sold (winner need not be present to win), with all proceeds going to the ALS Association. As always, donations such as hole sponsorships and gifts to include in our golfer bags are welcome and greatly appreciated.

I am very excited about this year's golf outing and hope that I can count on you for your support. The success of this benefit means the world to me, my family and to Amigos Foods.

Sincerely,

Max Hurtado  
President & CEO

