

# THE SHAREHOLDER FORUM, INC.

WWW.SHAREHOLDERFORUM.COM  
575 MADISON AVENUE – 10<sup>TH</sup> FLOOR, NEW YORK, NEW YORK 10022  
TELEPHONE: (212) 605-0335

November 30, 2012

By email and postal service

Mr. Luc Tomasino  
Neu Industries, Inc.  
197 Grand Street, 6W  
New York, New York 10013

Email: luc.tomasino@drinkmercy.com

Re: Demand for records

Dear Mr. Tomasino:

Acting as a shareholder Delegate according to the accompanying powers of attorney granted by Andrea Spirov as a record holder of your company's common stock, having no notice or knowledge that those powers have been revoked, I demand that you produce the following records of Neu Industries, Inc. (the "Company") either by delivery to me or for inspection and copying pursuant to Section 624 of the New York State Business Corporation Law:

1. Copies of the Certificate of Incorporation of Mercy (NY) filed in New York, as amended to date (the "New York Certificate"), and the Bylaws of Mercy (NY), as amended to date (the "New York Bylaws").
2. Audited financial reports as available for the past three years, or in the absence of audited reports annual balance sheets and profit and loss statements.
3. Any interim balance sheets or profit and loss statements that have been distributed to shareholders during 2012.
4. Any annual or interim financial statements, projections, forecasts or other reports that have been provided to shareholders or prospective investors during 2012.
5. The names and addresses all shareholders, noteholders or others with rights to vote on the matters presented in the Company's November 19, 2012 Proxy Statement.

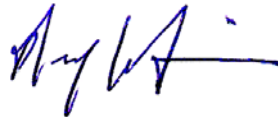
The purposes of this demand are (a) to obtain information relevant to shareholder decisions about the proposals presented in the Company's Proxy Statement and (b) to enable exchanges of information and views among those responsible for voting on the proposals presented in the Proxy Statement.

Regarding any records that include what you consider to be trade secrets or other information that should be treated as confidential, you will of course be expected to so identify the particular material. If appropriate, I will agree to your engagement of an independent attorney or other agent to review such confidential material as a foundation for the agent's preparation of reports that provide the substantive information needed for voting decisions in a form suitable for distribution to your shareholders, without confidential details. It should be understood that the information which is ultimately provided to me should not be subject to any confidentiality agreements or other duties that might restrict its distribution to and use by your shareholders, since the very purpose of seeking the information is to make it available for their use in voting or other investment decisions.

It should also be understood that neither your communications with me nor any of my communications with others will relieve the Company's management of its responsibility for providing information to investors.

Please let me know as soon as possible what arrangements you propose for producing the demanded records so that relevant information can be considered by shareholders in time for their voting decisions.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Gary Lutin', with a stylized flourish at the end.

Gary Lutin,  
as Delegate

Attachment

A “Durable Power of Attorney for Shareholder Delegate” accompanied the letter delivered to the chairman of the company’s board of directors. Requests for a copy of the document may be addressed to [mercy@shareholderforum.com](mailto:mercy@shareholderforum.com).