



Dear Valued Fresh Tracks Stockholder:

After conducting an extensive, months-long process to explore and evaluate potential strategic alternatives, as previously announced in our press release on September 19, 2023, and described in detail in the accompanying proxy statement, our Board unanimously concluded that liquidating and dissolving Fresh Tracks and distributing all remaining cash was in the best interests of the company and our stockholders.

As a result, I am writing on behalf of the Board to **strongly encourage you to vote “FOR” Proposal 1** in the accompanying proxy statement, which approves the liquidation and dissolution of Fresh Tracks (the “Dissolution Proposal”).

If the Dissolution Proposal is approved at the Special Meeting of Stockholders on November 16, 2023 (the “Special Meeting”), or any adjournment thereof, we intend to promptly file a Certificate of Dissolution with the Secretary of State of Delaware, which will allow us to initiate liquidating cash distributions to our stockholders. We currently estimate that the total amount of these distributions will be in the range of between approximately \$0.84 and \$1.17 per share of common stock, although these numbers are subject to change as more information regarding potential cash receipts and expenses becomes available.

If the Dissolution Proposal is not approved by our stockholders, we will be required to continue to operate Fresh Tracks for an unknown period of time, which would involve the incurrence and payment of additional expenses that could be significant. We expect this would ultimately reduce the total amount of cash available for distribution to our stockholders. Further, we expect to be delisted from Nasdaq and not qualify for listing on another national securities exchange, which would require our common stock to be traded only in the over-the-counter market or on an electronic bulletin board and reduce liquidity for our stockholders. Our Board strongly believes that **VOTING “FOR”** and approving the Dissolution Proposal is in the best interests of our stockholders.

We urge you to review promptly the accompanying proxy statement, which provides information about (i) the Dissolution Proposal, (ii) the plan of liquidation and dissolution, and the (iii) Special Meeting and rationale for each. Whether or not you plan to attend the Special Meeting, **we hope you will vote as soon as possible.**

On behalf of our Board and for our executives, I personally *thank you* for your loyal support of our company for as long as you have been a stockholder.

Sincerely,

/s/ ALBERT N. MARCHIO, II
Chief Executive Officer, Chief Financial Officer, and
Chairman of the Board of Directors