



Greetings Club Med Academies Stakeholders:

At the beginning of the 2021-2022 school year, we informed the students of some new and exciting developments with Club Med Academies (CMA). CMA is now a wholly owned subsidiary of [Altitude International Holdings Inc.](#), a fully reporting public company ([OTCQB: "ALTD"](#)). In the spirit of keeping our stakeholders up to date, this notice is to let you know that we will be changing our name from Club Med Academies to Altitude Academies (ALTD Academies) and that the rebranding process is underway.

Through a series of events Breunich Holdings Inc. (BHI) and its shareholders, through a Share Exchange Agreement executed in July 2021, became 80% stakeholders of ALTD. Earlier this year before the merger of BHI into ALTD, Greg Breunich CEO of Club Med Academies and BHI joined ALTD as its new Chairman, CEO and CFO. BHI entities included Club Med Academies (CMA), CMA Soccer LLC (CMAS), NVL Academy LLC d.b.a. Club Med Volleyball Academy (CMVA), North Miami Beach Academy LLC (NMBA), Trident Water LLC (TWC), Six Log Cleaning and Sanitation LLC (SLCS) and Altitude Wellness.

Operating as a public company allows us to scale within the business scope of our holdings and pursue targeted growth opportunities through mergers, acquisitions, and joint ventures backed by highly regarded investment bankers and financial institutions.

It is business as usual with all academy operations. We are coming off a great summer with enrollment surprisingly up as the world still navigates its way through the covid phenomena. Our full-time season is off to a great start with students arriving from around the nation and across the globe, staying in residence, training, studying, and embracing the new 2021-2022 school year.

Club Med Academies and the related entities referenced above, while remaining the same, will be operating under new d.b.a.'s incorporating the new Altitude brand strategy.

In other ALTD news, you may or may not be aware that approximately 2 years ago we acquired a performance water company (Trident Water LLC as listed above, recently renamed [Altitude Water – ALTD Water](#)) with the intent of providing the best quality water possible to our student athletes, staff, and resort guests. This highly oxygenated, alkaline water quickly became a hit with all participants due to its great tastes, production method (water from the air), and accessibility. Little did we know, just a year and half later, that we would find ourselves with an Atmospheric Water Generator (AWG) operation that is quickly becoming the "Program of Record" for the US Military's soldiers, and is now being sought after by other government organizations across the globe. So, not only do our AWGs provide some of the finest drinking on the planet to our onsite student athletes, staff and resort guests, but our machines are now supplying water to all branches of the US Department of Defense including the Space Force. We could not be more excited about the future of water.

Additionally, just after the arrival of COVID-19, and around the same time we took over ALTD Water, we also acquired a cleaning and sanitation company called Six Log Cleaning and Sanitation LLC (also listed above), the purpose for this acquisition was to further enhance student safety relative to the pandemic by utilizing/leveraging Six Log services, one of which includes electrostatic fogging, which kills the virus on contact and sanitizes and disinfects student and staff use areas for up to 30 days. By doing this, in house, we were able to control costs while at the same time manage safety, giving parents and other stakeholders peace of mind – a win-win for all parties.

Finally, Altitude International Holdings, Inc., owns another product, simulated altitude chambers, and its associated technology that are used to simulate low oxygen, high altitude training conditions anywhere in the world. By training in one of Altitude's chambers, athletes at low or moderate elevations can have the same physiological advantages as those that live and train at higher altitudes on a regular basis. There is a reason why the US Olympic Training Center is located in Colorado Springs, Colorado (elev. 6000ft above sea level). Athletes who train at high elevation have reaped the benefits of high-altitude training for years, and ALTD is helping to level the training field right here in Florida. A few professional sports teams like the Miami Dolphins (American Football), and the Orlando Magic (Basketball), and we are slated to have one right here on campus at ALTD Academies, helping to provide our athletes with another competitive advantage.

Ultimately, Altitude International Holdings, Inc. is a Sports, Education and Technology company whose growth model is strategic to its currently held businesses, giving its customers a unique structure of stability now and in the future.

We will continue to keep you updated regarding new developments within Altitude Academies and Altitude International as a whole.

Thank you for your continued support, should you have any questions, feel free to reach out. We look forward seeing you on your next visit.

Sincerely,

A handwritten signature in black ink, appearing to read 'Gregory C Breunich', with a stylized flourish at the end.

Gregory C Breunich
Chairman and CEO