

July 22, 2022

George Muñoz, Director
Black Rifle Coffee Company
("Black Rifle" or "BRCC" or the "Company")
70 W Madison St Ste 1950
Chicago, IL 60602

SUBJECT: // Obama Rifle Coffee //

Dear Mr. George Muñoz,

As a Black Rifle public shareholder, and you as a director of the Company, we both know the Company operates as a decidedly political company with a "corporate image built on conservative politics."¹ In addition, the Company positions itself as the "Starbucks for Conservatives."²

However, you, Mr. Muñoz, are a prominent Chicago Democrat, former appointee to the Obama Biden Administration in 2009, and former appointee to the Clinton Administration in 1997.³

Which is precisely why I'm writing this letter directly to you. I believe we both know your position as *director of Black Rifle Coffee* is not merely an "issues conflict", but a **serious risk to the future success of the Company** (especially in the wake of the public criticism over the Cowboys-Black Rifle-Partnership announcement and President *Biden's* new sweeping gun control bill).

I will spare you my sermon on integrity, which I believe you substantially lack, but as a *director of Black Rifle* you have an obligation to protect against the appearance of rapaciousness and rent-seeking, lest you invite intense scrutiny from the Company's customers and the media. Which I believe would result in severe damage to the Company and its stakeholders.

To further illustrate my point of the **substantial risk you pose to the Company** as a director, consider the following:

1. Would a "YouTube video showing the PETA CEO kicking a puppy" negatively impact PETA?
2. **More succinctly, how many customers do you think *Black Rifle Coffee* would lose if it changed its name to: "Obama Rifle Coffee"?**

In conclusion, I hope this letter makes my position clear. That you, Mr. Muñoz, are putting the Company's shareholders and stakeholders in jeopardy by your mere presence on the Company's board of directors. Your role as a fiduciary requires that you "act for the good of the Company", and thus, I suggest you do one of the following:

1. Resign effective immediately from the Company's board of directors, or
2. Make the following public statement, or a statement similar hereto: **"It is a disgrace for any American, whether elected or not, to infringe on the people's right to keep and bear arms, being that it is essential to defend an individual's right to life, liberty, and the pursuit of happiness. America's founding fathers, the ones being keenly aware of the necessity of granting individual liberties, wrote the American bylaws. And without protecting such bylaws, the security of our free state is in jeopardy."**

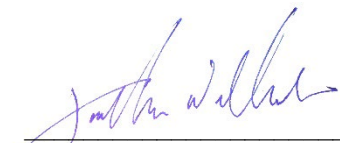
¹https://en.wikipedia.org/wiki/Black_Rifle_Coffee_Company#:~:text=Black%20Rifle%20Coffee%20Company's%20corporate,its%20staff%20are%20former%20military.

² <https://www.businessinsider.com/what-is-black-rifle-coffee-company-2021-7>

³ https://en.wikipedia.org/wiki/George_Mu%C3%B1oz

Given the current political climate, time is of the essence here Mr. Muñoz. I will be looking out for your public resignation and/or statement in the press. I expect to see it as soon as practical, but in no event, later than ten (10) business days.

Warm Regards,



Jonathan Wallentine

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