

Erik Christian Cutter is Managing Director of EnviroIngenuity, a company engaged in promoting and deploying alternative food and energy solutions using leading-edge technology.

In 2009, Mr. Cutter founded EnviroIngenuity with a group of forward-thinking professionals to take advantage of the growing demand for more efficient, cost effective sustainable energy solutions, employing solar PV, hi-efficiency LED lighting, green building and vertical food production technologies.

More than 30 years of travel throughout the US, Mexico, South America, Africa, French Polynesia, the Peruvian Amazon and New Zealand made Mr. Cutter an expert in the unique investment opportunities that exist in each region, focusing on sustainable living models and the increasing availability of super foods as a major new market opportunity.

Mr. Cutter is also President and CEO of Alegría Communications, Inc., an international marketing communications company with clients in Mexico, French Polynesia, Costa Rica, New Zealand and South America. Alegría Communications, Inc., was founded in early 2003.

Out of this venture, Mr. Cutter developed Alegría Magazine, a large format luxury lifestyle publication featuring the world's finest green resorts, private residence clubs, tours and treks, wellness centers and health and beauty products including French Polynesia and Baja California Sur. This led to a digital journal called Alegría – Earth-Kind Living which has been well received as a powerful third-party endorsement tool used to selectively promote its clients resort properties, green products and services.

Mr. Cutter is also the Managing Director of Baja Communications Group (BCG), a marketing communications company that services Baja California and Mexico. Founded in 1994 to service the hi-end resort and real estate market, BCG specializes in designing and implementing dynamic print and web-based marketing and sales programs. BCG's branding of Puerto Los Cabos, the newest and largest marina resort community in Mexico, resulted in over \$120 million of real estate sales in the first three years of representation.

BCG publishes Baja Life Magazine and is also the parent company of Baja Life Online, an all digital web division that for more than 16 years has been the premier web hosting and design firm specializing in developing custom web marketing solutions to promote its resort and real estate clients in Baja California, Mexico. Currently, Baja Life's 22 primary Web Network sites enjoy over 6.5 million page views combined each month, making this network a very powerful lead-generation tool.

During his college tenure, Mr. Cutter founded an automotive design business. In 1981, he incorporated the company under the name Kaminari Design, Inc. (KDI). A biochemist by training, Mr. Cutter opted out of a chance to become a cancer researcher to build his fledgling automobile design company. Less than seven years later, Kaminari Aerodynamics achieved the lead position in the US with the strongest brand recognition for high-quality aerodynamic ground effects components. KDI was recognized in 1988 and 1989 by INC. Magazine as one of the 500 fastest growing privately held companies in the United States, and #6 fastest in Orange County, CA.

Mr. Cutter graduated with a BS in Biochemistry from California State University, Fullerton in 1981.

In 1989, as general partner in Kaminari Building Partners, Mr. Cutter spearheaded the development of Kaminari's 40,000 ft. hi-tech R&D industrial building in Pacific Park, Aliso Viejo. A consummate entrepreneur, the automotive industry provided an exciting and creative environment but Mr. Cutter began focusing on developing new companies and sold Kaminari to a tier-one supplier in 1999 after 19 years in business. Kaminari Aerodynamics celebrated its 31-year anniversary in 2012.

Mr. Cutter was born in Los Angeles, CA on August 9, 1957 and grew up in Orange County, CA.

Mr. Cutter's interests include photography, design and engineering, cooking, and all outdoor activities including camping, trekking, volleyball and skiing. He is constantly scouring the web for information on health-related topics and enjoys teaching those around him how to create balance in their lives. Mr. Cutter takes full advantage of all the wonderful opportunities we have at our fingertips to maintain a healthy mind, body and spirit. It has been said that his closest friends are tired of hearing, "and it's really good for you!"

Contact:

Erik Cutter

1575 Bluebird Canyon Drive Laguna Beach, CA 92651

Email: ecutter@bajalife.com

Cell: 949.230.2486

Hm office: 949.376.4619

"Time is our greatest gift. How we use it determines who we are and how we will be remembered."

- Erik Cutter