

Steve J. Rich
Warlord Beard Oil Company, LLC
Mobile, AL
1/13/17

To the SF Community, Military, Distributors, and all of WBO's valued Customers:

Most people do not know that I am the other Founder of WBO. I found out about the false claims of Bud on 1/8/17 (Sunday) like everyone else did via social media. Once I confirmed them with him, my thoughts immediately went to my family and all of the people he deceived. Not only did he portray to be something he was not, he also portrayed himself to a lot of people as the sole owner of the company. I never claimed to be SF or something I was not. Things are coming to my attention that I wasn't even aware of that he did. Anything he did related to SF, including posts, conversations, and company involvement, he did this on his own accord.

This company was started by me in my home. As it progressed, I brought Bud in as a 50/50 partner mainly to help with expenses. It progressed from there with both of us promoting the company. People were met which soon led to a higher scale of production. He spearheaded the company into a wholesale direction and formed us into an LLC. We had an Operating Agreement drawn up and I agreed to let him have the majority percentage and title of CEO.

There are wheels in motion that I cannot discuss for legal purposes. Please know that I am doing everything I can to fix this and make right this horrible injustice he has done to everyone and this company. I can never apologize enough for his actions. They were dishonest, deceitful, immoral, unethical, and deplorable. He lied to me, company personnel, our customers, multiple organizations, and most importantly the SF Community and our Military brothers and sisters by saying and portraying to be something he was not.

I am a Veteran. I was in the Army Reserve and served in Desert Shield/Storm. I then transferred to the National Guard until I was discharged. I take what he did very seriously. I always have and always will respect our great military who keeps us safe and free. I will always show the utmost respect to our brothers and sisters that served, are currently serving, will future serve, their families, and to the ones that have paid the ultimate sacrifice for this great country.

Once again, I cannot begin to say how sorry I am for his shameful actions. As I said, I am doing everything I can do to make this right in order to save this company and other affiliates of WBO. I have a huge financial hand in this company and a family to support. I can only ask that you do not judge this company based on his actions alone. That was not how this company was founded. I have been in contact with multiple SF people in the community, organizations and companies who have been nothing but gracious and kind to my family and I as we are all comprehending how far and how deep his deceit actually was.

My sincerest apologies,

Steve J. Rich