

To the wonderful organizations we work with and their loyal supporters:

We find ourselves being touched in a very small way by the recall of product from Peanut Corporation of America. I will explain the impact that this recall has on Red Wheel products and the safety and well being of our consumers.

The only Red Wheel products potentially affected by this voluntary recall would be a very limited amount of Peanut Butter Cookie Dough both in the 3 pound tub and 3 pound box of pre-portioned cookie dough; Monster Cookie Dough both in the 3 pound tub and 3 pound box of pre-portioned cookie dough. It **does not** affect any other Red Wheel products.

We know that these products in our current distribution chain are completely safe and the chances of any of our consumers possessing potentially contaminated product are remote for the following reasons:

- We purchase 99% of our peanut butter from a processor other than Peanut Corporation of America.
- The peanut butter we purchased from Peanut Corporation of America was not part of the original product recalled that tested positive for Salmonella. It was part of the expanded product recall which dated back to January of 2007. The product we purchased was processed prior to that of the original recall and was made into our products in August of 2008.
- The number of cases of product that we processed with the potentially contaminated peanut butter was a very small percentage of the total cases of product we made.

You may have in your possession either Peanut Butter or Monster Cookie Dough that contains the same bar code number that was listed in our press release and on the FDA website. This does not mean you are in possession of any potentially contaminated product. This bar code is the same on every box or tub of cookie dough we produce. It is simply the code we use to distinguish Peanut Butter from Monster from Sugar cookie dough etcetera. We have been able to distinguish product that may have been processed with the potentially contaminated product and those products that are not affected.

If you have questions about your specific product we do encourage you to contact us or your local franchise representative. We want you to feel confident that you are in no way jeopardizing the well being of your family by serving them one of our products.

Thank you for all of your support in the past. We hope you will always trust us to produce quality products supported by our 100% satisfaction guarantee.

Very Truly Yours,

Raymond Laferriere
President