



Champion Petfoods®
World's Best Petfood

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March 19 2018

CLASS ACTION COMPLAINT – DISTRIBUTOR AND RETAIL COMMUNICATION

As a valued Distributor or Retail Partner your trust and confidence in Champion Petfoods is critical to our mutual success – and therefore, I'm writing to address the misinformation and meritless allegations contained within a Class Action Complaint that was brought against us on March 1st. The complaint focuses on the perceived safety of our offerings, and relies upon opaque testing methods to erroneously claim that some of the elements found within our food are not naturally occurring, but rather the result of 'contamination'.

Let me assure you that our products are safe and that we systematically test our products at two third-party laboratories using the Official Methods of Analysis by Association of Analytical Communities (AOAC). While we plan to comprehensively refute the wide range of false allegations in a court of law at the appropriate date, in the interim we want you to be confident in the safety and quality of our products.

As you know, our commitment to using fresh and raw meat and fish ingredients means that pets and pet lovers can count on Champion to provide safe, Biologically Appropriate™ nutrition. Much like the natural human food we consume, Champion Petfoods contains small traces of a range of naturally occurring elements. These so-called 'heavy metals' are found throughout the Earth's environment, and the miniscule amounts of these substances found in Champion Petfoods are a safe and common component of both human and animal diets. Our Biologically Appropriate™ foods feature much higher levels of quality fresh and raw meat ingredients than conventional pet foods, including fish and seafood ingredients.

Please know that we are confident that we will prevail as the facts and evidence are presented to the court, and that these baseless claims will not deter us from our mission of delivering award-winning Biologically Appropriate™ foods. The legal complaint has no bearing whatsoever on the activities or operation of our business, and you will continue to enjoy the same high degree of professionalism and quality you have come to expect from Champion.

I want you to feel comfortable about our business relationship, so please do not hesitate to call me if you would like to further discuss any of the issues raised here. Above all else, we continue to see significant opportunity for Champion in the pet food category and are excited about the journey ahead. Thank you for your continued commitment to our company and our quality food products.

Sincerely,
Wade Allen, National Sales Manager, Champion Petfoods