



February 19, 2014

To: Wise Company Customers
From: Aaron Jackson, President & CEO
Date: February 19, 2014
Subject: Recall of Nutriom Supplied Hearty Wholesome Egg Crystals

Dear Valued Customer:

Based on a recall for discrepancies in lab testing by Nutriom LLC, our dried-egg supplier, Wise Company has voluntarily initiated a recall of our Wise Company Hearty Wholesome Egg Crystals. Nutriom LLC's recall was for product produced between February 28, 2013 and February 8, 2014 and affected several other brands other than those sold by Wise Company. The Wise Company products affected by this recall are stamped with lot codes C2613-BWF and D0913-BWF.

Links to Nutriom, LLC's Press Release: <http://www.nutriom.com/#all-natural-egg-crystals>

Link to USDA Press Release: <http://www.fsis.usda.gov/wps/portal/fsis/topics/recalls-and-public-health-alerts/recall-case-archive/archive/2014/recall-015-2014-release>

No illnesses have been reported to date in connection with this situation. All other Wise Company products are unaffected by this action and are safe for continued sale and consumption. The Wise Company products affected by this recall represent less than 1.3% of the company's annual sales of long-term food storage products.

Consumers who have purchased any products covered by this recall can call 1-888-773-2195 to learn how to receive a full refund. Consumers can also send questions to recall@wisecompanyus.com.

Our first and highest priority is the safety of the consumers who use our products. Although no illnesses have been reported, we feel it's important that we spread the word about this situation quickly and broadly in order to remove even the slightest possibility that someone could consume something harmful. We apologize for this situation and are doing everything we can to complete the recall as quickly as possible.

Wise Company has a strong food safety record and we are constantly looking for ways to improve our products and procedures to exceed industry standards through the suppliers we use. We have a strong food safety program in place throughout our operations, including our warehouse, processing facility and distribution system.

Our company's on-going food safety precautions include:

- An industry-leading Hazard Analysis and Critical Control Point (HACCP) program
- Sanitary practice monitoring system

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- Equipment disinfection program
- Employee training and ongoing education programs
- Regular inspections/certifications by USDA and FDA officials as required by law
- GMP training (Good Manufacturing Practices)
- Recall program

We will take any additional measures necessary to preserve our customer's confidence in the safety and wholesomeness of the products we offer to consumers.