



Wild Planet Foods, Inc.
1585 Heartwood Drive, Suite F
McKinleyville, CA 95519
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Dear Retailer in the state of California,

California has yet to formulate and promulgate the “safe harbor” level for BPA for oral exposures (the potential exposure from eating canned foods). While Wild Planet Foods maintains that its products contain only trace amounts of BPA, which we believe will be below the “safe harbor” level once the level is set and that **our can linings are made without the intentional use of BPA**, we have decided to comply with the emergency regulations in order to provide the greatest level of protection from Proposition 65 plaintiff’s firms for our company, our distributors, and our retailers.

Upon request, Wild Planet created and can provide the attached Notice to Retailers (with exhibits) in compliance with the recently passed emergency regulations for warnings for exposures to Bisphenol A (“BPA”) from canned foods, promulgated under California Code of Regulations, Title 27, Section 25603.3 (“the emergency regulations”). For reference, a copy of the emergency regulations is attached to the Notice as Exhibit B.

As more fully described in the attached, this Notice and the emergency regulations require the retailer to post specific warning signs at all points of sale in your California stores. Wild Planet has attached a compliant sign to the Notice as Exhibit A. This sign can be copied and posted at all points of sale in stores, or Wild Planet is happy to send additional paper signs upon receipt of written request. Under the emergency regulations, the placement and maintenance of the warning signs is the responsibility of the retailer.

Under the emergency regulations, by sending the attached Notice, Wild Planet is in compliance with Proposition 65 warning requirements for potential BPA exposure in canned foods, and Wild Planet need not place Proposition 65 warnings directly on the products covered by this Notice.

Please do not hesitate to reach out should you have any questions regarding the attached Notice.

Sincerely,

Tim Fiorino/VP Sales
Wild Planet Foods