



May 5, 2017

Dear Valued Best Feline Friend (BFF) Customers:

As a family owned company with passion and commitment to producing nutritious and premium quality pet foods, all concerns are met with our fullest attention. In order to maintain the highest quality transparency and communication, we are issuing this notice regarding a matter still developing.

We have recently been made aware of select Best Feline Friend (BFF) canned foods, exclusive to the Australian market, which may have been produced outside of intended formulation guidelines. Out of an abundance of caution, and in partnership with our exclusive retailer of these goods, Petbarn and City Farmers have removed all BFF items from shelves in Australia until our analysis is complete. The manufacturer for this exclusive BFF canned food line does not produce BFF foods for any other global market or any other Weruva branded foods.

While this matter affects no other products or markets, we are taking additional steps to ensure quality and confidence across our entire global food assortment. These efforts include aggressive testing of ingredients and finished product by independent laboratories in addition to our routine testing and quality assurance measures. We are in close communication with our partners at Petbarn and City Farmers and all of our manufacturing partners and will continue to communicate updates as they become available.

Customers may contact us directly at weruva@salmat.com.au or by calling 1800 338 359 between 9am – 7pm EST.

Sincerely,

A handwritten signature in black ink that reads 'David Forman'. The signature is written in a cursive, flowing style.

David Forman, President and Co-Founder
17 Mercer Rd.
Natick, MA 01760, USA