



April 24, 2017

Dear Valued Retailer,

Attached please find Tuffy's announcement that they are discontinuing doing business with Chewy.com after PetSmart announced that they are acquiring the internet retailer.

Tuffy's is one of our fastest growing and highest quality manufacturers. Tuffy's brands include NutriSource, Pure Vita, and Natural Planet.

The decision to reserve their brands for independent, family owned retail stores is great news.

We believe that this decision will cause Chewy customers to look for their brands in your stores.

We commend Tuffy's for making this bold decision to support all of us.

Let's return the favor by supporting them.

If you have any questions, you may reach out to your Tuffy's rep, or to your UPP inside or outside sales person.

Sincerely,

A handwritten signature in cursive script that reads "Maureen Costello".

Maureen Costello
President



The pet food industry remains a volatile, moving entity – presenting challenges and opportunities at each turn. The past few years have seen large scale consolidation amongst distribution, the rapid growth of e-commerce and escalating expectations from consumers regarding safety, quality, convenience and pet food diets.

When we launched our Super Premium brand NutriSource over a decade ago and later our Pure Vita and Natural Planet brands we committed to a core plan that is still today the very essence of who we are and who we will continue to be. In the world of large corporations, marketing companies and commercialization we choose to follow our own unique path. Our family business started as Pine Lakes Hatchery in 1953 and opened the doors on Tuffey's Pet Foods 11 years later in 1964. Our founders Tuffey and Kenny Nelson delivered a set of values that are still the focus of our operations today.

We value family ownership and operation. We are more concerned with doing the things we believe in than we are with doing the expedient things. We like to think that a handshake and commitment mean something.

Our approach has been to focus on building strong relationships with independent pet specialty retailers and family owned and operated businesses. Our focus remains the same as evidenced by our Mission Statement, Vision, Market Strategy and 100% Satisfaction Guarantee. They are attached for your review.

Recently PetSmart announced its' planned acquisition of Chewy. Chewy has been an authorized e-commerce retailer of Tuffey's products for the past couple of years. We are appreciative of the relationship we have had with Chewy. While we have respect for the success and growth witnessed by the large and mass retailers they do not fall within the channels we choose to support with our product and marketing plans.

While e-commerce sales have grown significantly over the past few years and will continue to grow - and no company can ignore this channel - it is our strong intent to continue with our current marketing plan focused on the independent specialty retailers and family owned businesses. In line with this we have made the decision to part ways with Chewy at this time. It is important to us to treat Chewy with the respect befitting a valued partner and to allow them adequate opportunity to close the relationship in a professional, ethical manner, so please understand you may continue to see our products offered through them for a short period of time.

Tuffey's has been and will remain committed to producing the finest quality foods in a safe manufacturing environment. Our aim, as evidenced in our new state of the art facility is to deliver exceptional products that are focused on quality, safety and nutrition. We plan to continue to do this through our distribution network that features the very finest retailers who we feel have a specialized focus on improving the lives of pets and their pet parents.

We encourage pet parents, our retailers and our distribution partners to reach out to us with any questions.

Sincerely,

A handwritten signature in red ink that reads "Charlie Nelson".

Charlie Nelson, President

A handwritten signature in blue ink that reads "Dan Schmitz".

Dan Schmitz, National Sales Manager

NutriSource Brand Pet Foods Mission Statement: To enhance pet health and well-being through a safe, high quality diet; delivered through a network of authorized, knowledgeable distributors and retailers.

NutriSource Brand Pet Foods Vision Statement: To create the highest quality super premium pet foods to be sold within a market strategy that emphasizes family ownership and operations.

NutriSource Brand Pet Foods Market Strategy: To bring products to market with a central strategy of partnering with educated, authorized pet specialty accounts that can deliver on the key aspects of our success formula:

- Offering complete customer service in support of our 100% satisfaction warranty/guarantee.
- Offering safe handling, storage and presentation of our products that maintains traceability.
- Offering appropriate loyalty programs to aid in long term customer retention for the brands.
- Offering educated, knowledgeable staff members that deliver a value added service by consulting with pet parents to deliver a nutritionally appropriate solution for each pet.
- To share our success with charities and causes that promote people and pets in need.

NutriSource Brand Pet Foods Warranty/Guarantee: NutriSource branded products are covered by a 100% satisfaction warranty/guarantee when purchased from an authorized retailer. To receive warranty/guarantee service a valid receipt or proof of purchase from an authorized retailer is required. Warranty/guarantee service may be initiated by calling 1-800-525-9155 or writing to KLN Family Brands Company, P.O. Box 190, Perham, MN 56573 Attn: NutriSource Customer Service or by working with an authorized retailer.