



January 29, 2009

To our valued customers:

This letter is to inform and assure our customers that none of the products manufactured by The Eli's Cheesecake Company are subject in any way to the current, highly publicized recall of peanut and peanut butter ingredients manufactured by the King Nut Company, or Peanut Corporation of America.

Eli's does not source any ingredients whatsoever (including peanut butter, peanuts or peanut products) manufactured by Peanut Corporation of America (PCA) or King Nut Company.

All products produced by The Eli's Cheesecake Company are produced in full compliance with applicable US Food and Drug Administration regulations. In addition, we are regularly audited by 3<sup>rd</sup> parties, and our Food Safety systems are currently rated "Superior" by the AIB.

Eli's uses only the highest quality, most reputable ingredient sources for our products. As part of our rigorous standards for quality we require letters of guarantee from all of our ingredient vendors to assure that any ingredients utilized have been produced in full compliance with all local, state and federal requirements.

Sincerely,

A handwritten signature in black ink that reads "Mike Tamez". The signature is written in a cursive style with a long, sweeping underline.

Mike Tamez  
Quality Assurance Manager  
The Eli's Cheesecake Company

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