



3-7-13

Dear Valued Customers,

We are writing to inform you that today, Diggin' Your Dog is voluntarily recalling one limited lot only of our Strippin' Chicks Chicken Jerky Treats. The lot only contained 45 cases of 12 units each.

This action is being taken after learning that one of our bags of Strippin' Chicks may contain traces of Salmonella.

At Diggin' Your Dog, we take the matter of consumer protection VERY seriously and strive to deliver only the safest products available.

The pet industry today consists of many products from around the world. Because of the quality variance in the industry as a whole, we set out in 2009 with the goal to provide the safest and BEST products in the business. We were determined to source products that were made from quality ingredients sourced EXCLUSIVELY in the United States. Today, our goal remains the same and we continue to grow with the support of our distributor and retail partners that share the same values as we do. With dedication and hard work, we hope to become the number one treat and supplement provider in the independent retailer segment.

We would like to ask all of our partners to inspect existing bags of Strippin' Chicks to determine if any of them are from the following:

Strippin' Chicks 5 oz. Bag Lot #250322 AND Exp. Date 2-23-14. No other lot codes OR expiration dates are affected.

If any bags of Strippin' Chicks from both this lot code AND Exp. Date of 2-23-14 are found, please return the bags to your distributor for full reimbursement or replacement.

A full reimbursement will be issued by Diggin' Your Dog to your distributor for any product from this lot code that you return.

No additional Diggin' Your Dog Products, lot codes or production dates are affected.

And, no reports of illness has been received.

At Diggin' Your Dog, we are accountable for every treat that we sell and ultimately, place value on consumer safety above everything else.

Thank you for your continued support!

Sincerely, The Management Team at Diggin' Your Dog

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