



MEMO: IMMEDIATE ACTION REQUIRED

Date: January 30, 2009
To: Clif Bar & Company Customers
From: Scott Whipps, Vice President of Sports Retail
RE: **EXPANDED RECALL OF CLIF BAR & COMPANY BARS CONTAINING PEANUT BUTTER**

United States

Contact: Your local sales representative or call 1800-254-3227 (1800-CLIFBAR)

Clif Bar & Company has launched an expanded voluntary and precautionary recall because the Peanut Butter and Peanut ingredients in select lot codes of the below products was manufactured at the Peanut Corporation of America, the location currently being investigated by the FDA for a Salmonella outbreak.

The specific products and date (lot) codes are as follows (specific UPC's are attached):

Brand/Flavor - Domestic	Expanded Recall Dates - Lot Codes
Clif Bar Chocolate Chip Peanut Crunch	09OCT08 to 31DEC09
Clif Bar Crunchy Peanut Butter	09OCT08 to 31DEC09
Clif Bar Peanut Toffee Buzz	09OCT08 to 31DEC09
Clif ZBaR Peanut Butter	21OCT08 to 31DEC09
Clif Builders Peanut Butter	20SEP08 to 31DEC09
Luna Nutz over Chocolate	28OCT08 to 31DEC09
Luna Peanut Butter Cookie	28OCT08 to 31DEC09
All Clif Mojo Bars	01SEP07 to 31OCT09

NO OTHER CLIF BAR & COMPANY PRODUCTS OR DATE CODES ARE AFFECTED BY THIS RECALL.

Please take the following immediate actions:

At Customer Warehouses and Distribution Centers

- Recalled product is to be collected, isolated in a secure area and placed on hold. The product should then be destroyed in accordance with FDA guidelines (www.fda.gov).
- Certificates of destruction from a reclamation center will be required and must include lot numbers and quantity per SKU.
- It is the responsibility of the distributor to further notify their customers who purchase affected Clif Bar & Company products and to receive verification of notification. The Clif Bar & Company Recall Receipt must be provided back to Clif Bar & Company as per form instructions.

At Retail Stores

- Recalled product is to be collected, isolated in a secure area and destroyed per FDA guidelines (www.fda.gov). Clif Bar & Company Recall Receipt is to be completed and provided as per form instructions.

We have taken this act with an abundance of caution given the FDA's ongoing investigation of PCA.

Please direct consumers to www.clifbar.com or 1-800-CLIFBAR (1-800-254-3227) for questions and for refunds. Consumers are urged to destroy the recalled product.

As a valued partner we thank you in advance for your immediate cooperation. We will be working with you closely to restock inventories as quickly as possible.