



February 10, 2009

Dear Detour Partner,

I appreciate the many messages we have received asking when fresh new product will hit your shelves. We are extremely eager to get the award winning flavors that were voluntarily recalled back on your shelves as soon as possible and, in the mean time, filling the gap where possible with other great tasting Detour bars.

As I write, fresh peanuts are arriving and our plant is ready to roll. In a matter of hours we will resume production of the nine flavors affected by the recall. Over the next three weeks we will build inventories throughout the pipeline and I anticipate fresh bars should start hitting shelves before the end of the month.

But our job does not end there. Strong consumer demand at the shelf is critical to our mutual success. I want to share with you the steps we are taking during this recall to exceed consumer service expectations, the response we have received, and the product level messaging we plan to support demand creation on shelf for Detour.

Within 24-hours of initiating the voluntary recall, we launched the Consumer Information Center on our website. Updated regularly, the information center is a complete one-stop recall resource. Knowing that concerned consumers would be most reassured by a live response, we also established a new telephone hotline team. Answered 16 hours a day, 7 days a week, the hotline ensures that our consumers are handled with the care and speed they expect. To date, we have responded to 100% of the over 1500 calls and emails we have received.

The feedback we are getting is positive and very gratifying. Let me share with you just a few actual messages:

"Thank you for your prompt response and your company's overall concern for the public and consumers health. What a relief to know none of your products had any traces of the Salmonella bacteria. I have every confidence that your company will continue to utilize every caution and take the necessary steps prior to shipping any of your products. I enjoy your products and look forward to seeing them back on the shelves"

"When I went to buy my protein bars this weekend, I couldn't buy them. Yours is my favorite. When will you have more on the shelf? Can I get some now that are safe? I really like the bars and have no idea what I'm going to use while they are off the shelves! Help!"

"Is there a time frame on when new shipments will begin to go out. These are the best tasting bars I have ever tried. Trying to find a substitute is killing my taste buds."

What do we do next? We want to ensure that our consumers can identify post-recall Detour bars and feel comfortable in selecting them again soon. To do so, every Detour display box produced immediately following the recall will carry the "Fresh Superior Ingredients" seal. The seal will be a clear indication that this previously recalled item is new, safe and made with only the highest quality ingredients



Thanks for letting me share with you the steps we are taking to build and maintain consumer confidence during this recall. There is no substitute for personal customer service and clear forthright communication. I invite you to keep the lines of communication open by contacting your Sales Director or me at patsinbox@detourbar.com with your ideas.

Sincerely,

Patrick Muldoon
Chief Executive Officer, Detour Bars