

January 10, 2003

Mr. Jay Feldman
Executive Director
Beyond Pesticides
701 E Street, SE, Suite 200
Washington, DC 20003

Dear Mr. Feldman,

I am contacting you to express the concern of The Hartz Mountain Corporation regarding a press release and article that appeared on your website, dated December 18, 2002, under the headline "Group Asks Major Retailers to Stop Sale of Deadly Pesticide Widely Used on Pets." I have attached a copy for your reference.

Please understand that Hartz cares greatly about pets and has been in this business for more than three quarters of a century. Hartz is fully committed to the human-animal bond and has in-house veterinarians who constantly advise our product development efforts, as well as pet owner issues. Hartz is also the "New Hartz," newly dedicated to ever-greater animal health and well-being. These are part of our corporate values.

We have reviewed the article, keeping an open mind for the need for varying opinions and the marketplace of ideas. We are confident that you would wish to have a truthful and accurate article, but we have found numerous inaccuracies that we would like to bring to your attention:

- "...identified by the Environmental Protection Agency (EPA) as deadly"

The EPA never said these products were "deadly." The agency said it had received unconfirmed reports from pet owners of adverse reactions. In many of these cases, the reactions were due to improper application or misuse of the product.

- "...it is wrong to leave these dangerous pet products on the market after the EPA has identified the hazard."

If these products were dangerous, the EPA would have ordered Hartz to recall them. Instead, Hartz is undertaking this orderly product exchange voluntarily. The newly-labeled product will be available in mid-January, and the product formulation will remain the same. Until that time, it is essential that pet owners have access to these important products that prevent dangerous fleas and ticks.

- “If these pets can become ill through normal exposure to these products then children petting these animals will also be exposed and could be affected.”

Pets do not become ill through normal exposure to this product. On rare occasions, some cats may have a reaction to this product. The concerns about children are unfounded and alarmist. The packages clearly state “Keep out of reach of children.”

- “Citing the danger these mislabeled products pose to pets...”

These products were not mislabeled. The EPA approved the original labeling and the language remains accurate. Hartz is making improvements to the current labeling to better inform consumers.

To further instruct you on these inaccuracies and suggest how to resolve matters to our mutual satisfaction, we are enclosing a corrective statement which we would like you to publish to correct this misinformation.

In closing, we remain optimistic that Beyond Pesticides will clarify and rectify this article. Because false or misleading statements not only harm Hartz and its products but more importantly are a threat to good animal health, Hartz reserves its rights to take any and all appropriate action in connection with the libel, product defamation and wrongs committed by this article. We thus urge you to act correctly, promptly and responsibly in accordance with your convictions and good journalism.

Very truly yours,

THE HARTZ MOUNTAIN CORPORATION

By: Max C. Marx
Max C. Marx
Corporate Vice President-General Counsel

Enclosures

Proposed Corrective Statement

Beyond Pesticides would like to clarify some information contained in a recent press release regarding Advanced Care flea and tick products manufactured by The Hartz Mountain Corporation.

BeyondPesticides has received information from Hartz that point out numerous inaccuracies that we would like to bring to your attention:

We earlier reported:

- "...identified by the Environmental Protection Agency (EPA) as deadly"

According to Hartz, the EPA never said these products were "deadly." The agency said it had received unconfirmed reports from pet owners of adverse reactions. In many of these cases, the reactions were due to improper application or misuse of the product.

We earlier reported:

- "...it is wrong to leave these dangerous pet products on the market after the EPA has identified the hazard."

According to Hartz, if these products were dangerous, the EPA would have ordered Hartz to recall them. Instead, Hartz is undertaking this orderly product exchange voluntarily. The newly-labeled product will be available in mid-January, and the product formulation will remain the same. Until that time, it is essential that pet owners have access to these important products that prevent dangerous fleas and ticks.

We earlier reported:

- "If these pets can become ill through normal exposure to these products then children petting these animals will also be exposed and could be affected."

According to Hartz, pets do not become ill through normal exposure to this product. On rare occasions, some cats may have a reaction to this product. The concerns about children are unfounded and alarmist. The packages clearly state "Keep out of reach of children."

We earlier reported:

- "Citing the danger these mislabeled products pose to pets..."

According to Hartz, these products were not mislabeled. The EPA approved the original labeling and the language remains accurate. Hartz is making improvements to the current labeling to better inform consumers.

Beyond Pesticides regrets these errors.