

Jeff Sutherland
Executive Vice President, Sales and Marketing



August 27, 2015

To Our Valued Customers,

We understand that many of you have been negatively affected by Mars Pet Care's unexpected decision to transition their Nutro®, Greenies®, Iams®, Iams Vet®, Eukanuba® and Natura® brands to another distributor. We are working diligently to manage this transition with integrity and open communication to help minimize the impact to your business.

For 20+ years, ASC worked hard to build Mars' portfolio of brands and serve you. As you can imagine, the Mars abrupt decision to end their relationship with us came as a surprise. Despite our best efforts to come to a quick agreement with Mars for an orderly transition that included protecting our inventory investments, we were initially unable to reach an acceptable agreement with Mars. This resulted in Mars holding orders, and ASC was therefore unable to provide the high fill rates that we both expect. After more than a month of negotiations with Mars, we finally reached agreement on the transition plan yesterday and Mars has asked us to stop representing their brands as of September 4, 2015. The choice to end the contract early was made by Mars and any other representation stating otherwise is not correct. We will continue to ship from our existing inventory until September 4, 2015. After that date, all Mars product customer returns, Frequent Business Card redemptions and any other credit requests are to be sent to your new Mars distributor.

We are committed to serving your needs and understand the Mars transition has disrupted your business. ASC values our relationships with every customer in the independent pet retail channel, and will work diligently to drive your business. United in "Delivering Success™", ASC will continue to support and champion the health of independent retailers like you, and we will grow together by offering you our strong portfolio of the newest and most innovative brands.

If you have any questions or if there is anything we can do to offer an improved level of service, please contact your ASC Sales Representative, inside Customer Service Representative or give me a call directly.

On behalf of our 1,400 employees at Animal Supply, we thank you for your patience and support, and we look forward to our very bright future together.

Sincerely,

A handwritten signature in black ink, appearing to read 'JS', with a long horizontal line extending to the right.

Jeff Sutherland
Direct dial: 253-237-0403