



October 19, 2009

Dear Parents

I wanted to let you know that, today, Plum Organics voluntarily recalled a small portion of our **Apple & Carrot Baby Food in Portable Pouches** after a routine test determined the formulation was incorrect. Plum Organics immediately investigated the matter and confirmed that a mixing error was to blame which resulted in an improper blend of carrots and apples.

We have recalled all **Apple & Carrot Baby Food in Portable Pouches** with the best by date of **May 21, 2010** and marked with the following number "890180001221" located at the bottom of the package.

No illnesses have been reported in connection with this product. We conducted extensive testing of samples of every Plum Organic product manufactured before and after this batch and all samples were found to be within the standard guidelines.

Consumers can return any Plum Organics Apple & Carrot pouch-based baby food with the above "best by" date and UPC code to Toys-R-Us or Babies-R-Us for a full reimbursement.

Please accept my deepest apologies for this inconvenience. If you have any further questions, please contact Plum Organics at info@plumorganics.com.

Sincerely,

A handwritten signature in blue ink that reads "Gigi".

Gigi Lee Chang
Founder



How do I identify which products are affected?

Only the **Apple & Carrot Baby Food in Portable Pouches** with the best by date of **May 21, 2010** are voluntarily recalled as a precautionary measure. The UPC code for this product is: 890180001221

No other products are affected.

The Best By code is typed in black on the back of the package, on the bottom edge. It reads as **MAY2110**



What do I do with affected product?

We recommend that you dispose of any **Apple & Carrot pouch-based baby food** product with a date code that reads **MAY2110** and contact us with the information requested below. Or you can return any Plum Organics **Apple & Carrot pouch-based baby food** product with a best by date of **May 21, 2010** and UPC # 890180001221 to any Toys-R-U's or Babies-R-U's store, for a full refund. Whichever is most convenient for you.

What do I do next?

Please contact us at info@plumorganics.com with the following information and we will contact you promptly with next steps:

1. Name
2. Address
3. Phone number
4. Where you purchased the product
5. How much of the product you purchased
6. The date listed on the product

Further questions or concerns?

Feel free to call **888-974-3555** between the hours of 8 am – 5 pm PST.



Plum Organics Voluntarily Recalls Select Batch of Apple & Carrot Portable Pouches Due to Potential Health Risk

EMERYVILLE, CA, October 19, 2009 -- Plum Organics™ announced today that it is taking the precautionary measure of voluntarily recalling one particular batch of its 4.22 oz. Apple & Carrot Portable Pouch baby food with the best by date May 21, 2010 and marked with the following universal product code (UPC) #890180001221 located on the bottom of the package. These pouches are sold individually at Toys-R-Us and Babies-R-Us locations nationally.

No illnesses have been reported in connection with this product and no other Plum Organics products are affected. As a further precaution, samples from every Plum Organics product manufactured before and after this batch were tested and found to be within quality standards.

The recall was undertaken as a precaution due to the risk of potential contamination with *Clostridium botulinum*, which can cause botulism, a serious and sometimes life-threatening condition. Consumers should not use these products, even if they appear to be normal, because of the possible health risk. Symptoms of botulism poisoning in humans include general weakness, dizziness, double-vision and trouble with speaking or swallowing. People experiencing these problems should seek immediate medical attention.

“The product did not meet the FDA guidelines for proper acidity level,” said Dr. Paul Gerhardt, a Food Science Ph.D. and member of the Plum Organics action team.

“Though the risk of illness from this one batch is minimal, Plum Organics is taking the extraordinary step of recalling all Apple & Carrot Baby Food Pouches with best by date May 21, 2010.”

“As a mother, the safety and satisfaction of our customers and their children is my highest concern,” said Plum Organics Founder Gigi Lee Chang. Due to a mixing error during production, one batch of this product was improperly blended. As a result, it did not meet our company’s standard for quality. We are taking the extra step of recalling all Apple & Carrot Portable Pouches with this date to eliminate any question in the minds of consumers about the safety of our products. Plum Organics was founded on the vision of superior quality and nutritious baby food; we are committed to these values and our consumers.”



Consumers who have purchased the Plum Organics Apple & Carrot pouch-based baby food with a best by date May 21, 2010 and with the UPC # 890180001221 can return the product for a full refund at any Toys-R-Us or Babies-R-Us store.

The recall is being undertaken with the knowledge of the U.S. Food & Drug Administration.

Consumers with any questions are asked to call **888-974-3555** between the hours of 8 am – 5 pm PST, or email info@plumorganics.com.

Plum Organics is the leading premium organic baby food brand in the nation.

Contact:

Kate Sobel

Email: press@plumorganics.com

Phone: 646.416.6446