



February 19, 2008

To our valued customers:

The following is the updated information related to the USDA Stage II Recall of USDA purchased Hallmark/Westland Meat Company beef announced 4:20PMEST on Sunday 2/17 during which it was indicated that further instructions/clarification would be forthcoming from USDA on Tuesday 2/19.

With the expanded scope of the recall dating back to February 1, 2006, the USDA included commercial products in the recall. Pierre Foods has confirmed that they have not purchased directly or through secondary suppliers ANY commercial product from Hallmark/Westland Meat Company.

We now have identified by item number and Pierre lot number-on label the impacted commodity items that are subject to the USDA Recall and their guidance on disposition and reimbursement procedures.

Although it would be more "user friendly" to list by state and individual school name the item/cases/lot numbers, we recognize the complexity of the distribution of the finished product to the end user and the myriad of channels it may take.

In order to insure that each case is properly identified and recalled, the only responsible means to supply you with accurate information is by item number and lot code. We cannot guarantee what we shipped to a distributor/state warehouse on an individual school's behalf was actually the same case that was sent to the school due to co-mingling of inventory; which was done for rational USDA approved food safety and customer "just-in-time" delivery requests.

We will continuously update our sales personnel and website [www.pierrefoods.com](http://www.pierrefoods.com) for our customers. Please check the "School" tab. We also have a toll free number; 1-800-543-1604, please indicate to the operator that you have a "Westland/Hallmark recall" question and we guarantee you will get a live person to help you with your specific situation.