



Cadbury North America
389 Interpace Parkway
Parsippany, New Jersey 07054-

t 973-909-2000

March 20, 2009

SUBJECT: NOTICE OF HOLD on Stride Uber Bubble and Trident Strawberry single and multi-packs

To Our Valued Customers:

As a follow up to our phone call, this serves as a written confirmation of our voluntary hold on all shipments of Stride Uber Bubble and Trident Strawberry single and multi-packs.

It has come to our attention that these products might not meet our usual high quality standards; therefore, we are conducting some quality tests on these SKUs. We are very confident that the product shipped to you has no health or safety issues whatsoever but we need a short period of time to further assess the situation.

This hold **involves all Stride Uber Bubble and Trident Strawberry single and multi-packs**

<u>SKU #</u>	<u>Description</u>
6752000	Trident Strawberry Singles
6752200	Trident Strawberry Multi-packs
6817000	Stride Uber Bubble Singles
6817200	Stride Uber Bubble Multi-packs

No other products are affected.

We ask you to please put the above mentioned product on hold in your warehouse until we can confirm the quality of these SKUs.

If you have shipped this product to other commercial accounts, please contact them immediately and inform them of this hold.

We understand this may cause some inconvenience, but this is clearly the right thing to do for the consumer. We are committed to offering products that deliver our usual, high Cadbury standard, and we appreciate your cooperation.

Sincerely,

Craig Simon,
VP, Customer Business Development