



To Our Valued Customers:

Northern Star Co. today initiated a voluntary product recall of certain retail cut-and-bagged potato products. The recall is being initiated due to laboratory testing that showed a package of Simply Potatoes Southwest Style Hash Browns to contain *Listeria monocytogenes* bacteria. There have been no illnesses associated with consumption of these products.

The affected products include the following items, with “use by” dates on the package of March 29, 2009 to April 3, 2009:

<b>Brand</b>	<b>Product</b>	<b>UPC Code</b>
Simply Potatoes	Shredded Hash Browns – 20 oz. bag	20169-22233
Simply Potatoes	Southwest Style Hash Browns – 20 oz. bag	20169-22236
Simply Potatoes	Homestyle Slices – 20 oz. bag	20169-22237
Simply Potatoes	Red Potato Wedges – 20 oz. bag	20169-22238
Diners Choice	Shredded Hash Browns – 2 lb. bag	20169-22223
Farm Fresh	Shredded Hash Browns – 16 oz. bag	20169-22533

Northern Star Co. potato products are considered by the U.S. Food and Drug Administration as a “not ready to eat” product, meaning that consumers must cook them properly to ensure they are safe to eat. Proper cooking of these products to an internal temperature of 160 degrees Fahrenheit for two minutes kills *Listeria* bacteria. However, consumers may return the product to the store where it was purchased for a full refund or replacement.

Please check your current warehouse inventory and place all affected product on hold. Also, please contact your stores that have received product and have any affected product returned to your warehouse. You may destroy the product or Northern Star will arrange to have the affected product picked up at your warehouse. If you choose to destroy the product, it must be destroyed in a manner that would not allow future human consumption. In addition, please document the disposal by completing the attached form, or, provide your own form with the corresponding information that is on our form. Please return the form to Northern Star Customer Service at fax – 800-387-5412. Any consumers returning the product should be given a full refund.

We apologize for any inconvenience this may have caused you and appreciate your understanding and support. Michael Foods values our customers and wants to assure you that food safety is our number one priority.

Please contact your broker or sales representative with any questions or concerns. Consumer inquiries can be directed to Northern Star Co.’s consumer hotline at 1-800-228-8105.

Sincerely,

Jeff Thomas  
Vice President, Retail Sales

Mark Anderson  
President, Retail