

TO RETAILER OR DISTRIBUTOR

**URGENT – EXPANDED VOLUNTARY RECALL - Protein bars -
UPDATE – FEBRUARY 4, 2009**

Supreme Protein, Inc. is voluntarily expanding its recall of the specific lots listed below of the Supreme Protein® Peanut Butter Crunch Bars and Caramel Nut Bars. The specific products are:

- Supreme Protein® brand Peanut Butter Crunch Bars (20, 43* and 86 gram sizes)
- Supreme Protein® brand Caramel Nut Bars (20, 50* and 96 gram sizes)
- Supreme Protein® brand Caramel Nut Original (Energy) Bars

This recall extends back to older inventory, ie. products manufactured between January 2007 and September, 2008. **The recall does not affect anything shipped since January 23, 2009.** All product shipped by Supreme Protein Inc. since that date consists of new lots which are not affected by the recall.

The older bars are being recalled out of an abundance of caution in response to the FDA's expanded Peanut Butter recall. The recall extends to the consumer level. Supreme Protein requests that all distributors and retailers check the additional lot numbers listed below. **Again, new inventory is not affected. These lot numbers represent OLDER INVENTORY**, much of which would be more than 12 months old and would now be expired. Based on inventory turnover, we believe the majority of the expanded lot numbers listed below have long been sold and consumed. We note that with thousands of boxes sold and consumed over this time period we've had no tests that indicate any salmonella contamination. In the unlikely event you do have any of the old lot #'s listed on the expanded recall, please follow these simple instructions.

Distributors: Please follow previous instructions of double bagging affected bars and discarding. Be sure to keep track of what is destroyed for credit of replacement product. Please forward this announcement to your customers/retailers immediately. If your customers wish to apply for replacement credit, they must follow these steps:

1. Cut the affected ink-jet Lot# and UPC code from each display box of Supreme Protein bars. Instructions where to find this information can be found on www.supremeprotein.com. Please note, if the display box is no longer available, please cut the Lot # from the wrapper of each bar.
2. Please mail the cut out Lot# and UPC to the Supreme Protein Recall Department. Once collected and verified, a Supreme Sales Rep will send replacement product to each location. Replacement product will ONLY be issued to those who send in Lot# and UPCs.

Retailers: Please follow previous instructions of double bagging affected bars and discarding. Be sure to keep track of what is destroyed for credit of replacement product.

Please Note: The deadline for replacement product will be February 24, 2009.

Supreme Protein Recall Dept.
2231 Landmark Place
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888-739-9881

* Canadian version also

