



TO: [Retail Customer]

As reported in our January 30 letter, Atkins was not affected by the first PCA peanut recall, which included only peanut butter and peanut paste. However, with the second PCA recall on January 28, which expanded the recall to all peanuts products processed at PCA's Georgia facility, Atkins reported that four of its products were covered by the second recall. We have subsequently discovered two additional products covered by the second PCA recall: Advantage Peanut Butter Granola, and Day Break Cranberry Almond. Both products were reformulated before the PCA recalls, and the current products do not contain peanut ingredients from PCA. However, out of an abundance of caution, and to make sure we identify every production lot of these two products that may contain peanut ingredients processed at PCA, we are voluntarily recalling production lots that have "Enjoy By" dates before December 1, 2009. A "Enjoy By" date earlier than December 1, 2009 means the products were manufactured before December 1, 2008. We believe the significant majority of these products are no longer in distribution centers or on retail shelves.

Regarding these two additional Atkins products, with "Enjoy By" dates earlier than December 1, 2009, please do the following:

1. Check the "Enjoy By" date and remove only the affected Atkins products from retail shelves and storage.
2. Please use the enclosed Product Destruction Log – or your own reclamation forms – to document the Atkins products removed from your shelves and storage, and the quantity of those products.
3. Please destroy the affected Atkins products through your existing reclamation program. If you don't have a reclamation/destruction program, we encourage you to use a commercial waste disposal service to destroy the products.
4. Please complete the enclosed Product Destruction Log, or your standard form (making certain it covers the same elements) and return to Atkins. We will rely on your report to confirm the quantity and identity of products that have been destroyed. Please return the completed Product Destruction Log to:

Atkins Nutritionals, Inc.
Attn: Sales Department – Peanut Recall
1050 17th Street, Suite 1000
Denver, Colorado 80265

Email: peanutrecall@atkins.com
Fax: 303-633-2860
Questions: 303-633-2855

Upon receipt of your signed Product Destruction Log we will initiate the product replacement and credit process.

Time is of the essence and Atkins thanks you for your assistance.

Sincerely,

Monty Sharma, CEO and President
Atkins Nutritionals, Inc.

Case UPC	Box (5pk/12pk) UPC	Consumable Unit UPC	Sub Brand	Item Description
637480029018	637480025010	637480021012	Advantage Singles	Advantage Single - Choc PB
637480029025	637480025027	637480021012	Advantage 5pks	Advantage 5pk - Choc PB
637480029421	637480026420	637480021012	Advantage 6pks	Advantage 6pk - Choc PB
637480049085	637480045087	637480041058	Advantage 5pks	Advantage 5pk - PF Granola
637480049078	637480045070	637480041058	Advantage Singles	Advantage Single - PF Granola
637480059022	637480055024	637480051026	Day Break 5pks	Day Break 5pk - PB Crisp
637480079051	637480075053	637480071048	Endulge 5pks	Endulge 5pk - Peanut Caramel Cluster
637480079402	637480076401	637480071048	Endulge 6pks	Endulge 6pk - Peanut Caramel Cluster

Product Destruction Log / Convenience Channel

1. Name and address: _____

2. Quantity of packages of affected Atkins products in a retailer's possession when notified of the recall:

		Selling Units	Cases
Advantage Chocolate Peanut Butter			
- Singles		_____	_____

3. Quantity of packages of affected Atkins products destroyed by the retailer

		Selling Units	Cases
Advantage Chocolate Peanut Butter			
- Singles		_____	_____

4. Method and Date(s) of destruction:

_____ Left for retrieval by regular garbage service _____, 2009

_____ Sent to landfill _____, 2009

_____ Sent for incineration _____, 2009

_____ Other reclamation or method of destruction (Please describe):

_____ _____, 2009

I hereby certify that the above information is true and correct.

[Name/Title] _____

Time is of the essence and Atkins appreciates your assistance.

The deadline for the return of the completed Product Destruction Log and the cut out UPC codes is March 31, 2009.

Please return to:

Atkins Nutritionals, Inc.
John Watson
11012 Francoise Blvd.
Houston, TX 77042
Fax: 713-784-3111
Email: jwatson@atkins.com