

**URGENT: Mars Chocolate North America Issues Allergy Alert Voluntary Recall on Undeclared Peanut Butter in M&M'S®
Brand Milk Chocolate Theater Box**

September 19, 2014

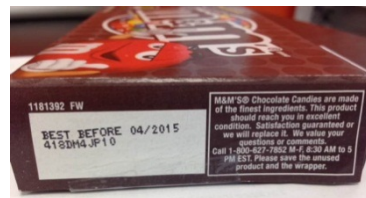
To Eby-Brown,

This is to inform you of a voluntary product recall involving M&M'S® Brand Milk Chocolate 3.40 oz Theater Box, UPC code 40000294764 with the **below lot numbers**, due to an undeclared peanut butter ingredient not listed on the ingredient label on the outside box. The inside packaging is correctly labeled with the correct peanut butter ingredients.

Impacted Lot Numbers:

417DH4JP09	417EM4JP10	417FM4JP09	418AG4JP10	418BG4JP10	418CG4JP10	418DM4JP09	418EG4JP10	419AM4JP09
417EG4JP09	417FG4JP09	417FM4JP10	418AM4JP09	418BM4JP10	418CM4JP10	418DM4JP10	418EM4JP09	419AM4JP10
417EG4JP10	417FG4JP10	418AG4JP09	418AM4JP10	418CG4JP09	418DG4JP10	418EG4JP09	418EM4JP10	419BM4JP10

See pictures of product in question below.



Outside image of box

Potential Package inside box

These specific lot numbers may contain product containing peanut butter without listing this on the outside package ingredient label. The inside packaging is correctly labeled with the correct peanut butter ingredients. People who have an allergy or severe sensitivity to peanuts who do not check the inside package ingredient label run the risk of allergic reaction if they consume the product. For those who do not suffer from a peanut allergy or sensitivity, product is safe to consume as labelled.

We began shipping out these specific lot numbers to customers on May 8 through July 1, 2014, and our records indicate you were shipped product within these lot numbers.

We are directing customers who are in possession of these impacted M&M'S® Brand Milk Chocolate 3.40 oz Theater boxes in their warehouses to immediately quarantine the product and contact their Mars representative.

Please identify where this product has shipped within your distribution network and notify them at once of this product recall. Notification to your stores/customers may be enhanced by including a copy of this recall notification letter. Please provide your Mars Chocolate Sales contact a copy of your ship to addresses as well. Mars Chocolate is employing a specialized third party retrieval agent to visit retail stores to check for product bearing these code dates. If any product is found it will be purchased at store level and destroyed. This recall should be carried out to the consumer level.

This recall is being made with the knowledge of the Food and Drug Administration.

Please complete and return the enclosed response form as soon as possible.

Please contact your local Mars representative to schedule the returns or if there are any questions.

Thank you,
Mars Chocolate North America