



January 31, 2009

**BEAR NAKED ANNOUNCES RECALL OF APPALACHIAN TRAIL MIXES
DUE TO POSSIBLE PEANUT CORPORATION OF AMERICA CONTAMINATION
AND POTENTIAL HEALTH RISK**

La Jolla, CA – As a result of the expansion of Peanut Corporation of America’s recall to include all peanut ingredients produced in their Blakely, Georgia facility since Jan. 1, 2007, Bear Naked today announced a voluntary nationwide recall of *Bear Naked* All-Natural Appalachian **Trail Mix** products. No illnesses have been reported to date in connection to these *Bear Naked* products. No other *Bear Naked* products are involved in this recall.

Consumers who have purchased the recalled products are urged to destroy them. Consumers with questions or who would like a refund may contact the Bear Naked Consumer Response Center at 877-392-1660. Consumers with questions or concerns about their health should contact their doctor.

Products impacted by the recall include all sizes of *Bear Naked* All-Natural Appalachian **Trail Mix** with a “Better if Used Before” date prior to February 01, 2010, and with the following bar codes on the package: 85641600187, 85641600141, 85641600174, 85641642518, 85641600189, and 88462343792.

Salmonella is an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Healthy persons infected with *Salmonella* often experience fever, diarrhea (which may be bloody), nausea, vomiting and abdominal pain. In rare circumstances, infection with *Salmonella* can result in the organism getting into the bloodstream and producing more severe illnesses such as arterial infections (i.e., infected aneurysms), endocarditis and arthritis. For more information on *Salmonella*, please visit the Centers for Disease Control and Prevention’s Website at <http://www.cdc.gov>.

Distributors and Operators who have purchased the recalled products are urged to destroy the product. Product needs to be destroyed via a compactor or by removing the product from all

packaging and disposing in a locked dumpster. If you do not have the capability to dispose of the product per these instructions contact Kellogg Customer Service at 1-800-376-0361.

For a list of various company recalls and for more information on FDA's ongoing investigation, visit FDA's Web site at www.fda.gov.

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