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February 24, 2015

John A. Kassner  
von Briesen & Roper, s.c.  
Three South Pinckney Street  
Suite 1000  
Madison, WI 53703

Dear Mr. Kassner:

On behalf of The Clorox Company and The Clorox Sales Company (collectively, "Clorox"), I am writing to inform you that Clorox has decided to permanently discontinue its sale of all Clorox products to your client, Woodman's Food Market, Inc. ("Woodman's"), effective immediately. Clorox will fulfill any orders that Woodman's has already placed to date. As you know, Clorox has attempted to address Woodman's concerns with Woodman's officials on multiple occasions. Unfortunately, the lawsuit that Woodman's filed against Clorox and Woodman's unwillingness to discuss resolution of the litigation have caused Clorox to reach this decision.

Clorox firmly believes that all of its business decisions related to this matter are in full compliance with the law. However, to avoid the substantial costs that continuing this litigation would involve, Clorox has decided to exercise its legal right to permanently discontinue its sale to Woodman's of any Clorox products.

Clorox wishes Woodman's continued success in the future.

Sincerely,



Joshua H. Soven