



September 20, 1999

Mr. Rusty Lucas
1219 E. Perkins Avenue, J14
Sanducsky, OH 44870

Keebler Company

One Hollow Tree Lane

Elmhurst, Illinois 60126-1

ph 630.833.2900

Dear Mr. Lucas,

Thank you for getting in touch with us regarding Keebler Cheese and Peanut Butter Cracker Snacks. We are sorry to learn that this product didn't have any filling between the crackers.

If one of our machines is not functioning properly, occasionally, packages can be produced that do not measure up to our high standards of quality. Please be assured that errors like this usually do not go undetected, as our Cheese & Peanut Butter pass through several quality control check stations before being packaged. It is our goal to see that consumers receive crackers which are manufactured according to the strictest standards of control.

We appreciate your giving us the opportunity to report this to our quality assurance personnel. Please accept the enclosed coupon amount with our compliments. We trust your next purchase will be of the high quality you have learned to expect from our products.

Sincerely,

Pamela Malpède
Consumer Response Specialist
09/20/99 44/1A 2001
MAL/pkm

Encl.