



The SCHWAN FOOD COMPANY™

SCHWAN'S CONSUMER BRANDS NORTH AMERICA, INC.

August 31, 2004

Rusty Lucas
Po Box 422
Sandusky, OH 44871-0422

Dear Rusty Lucas:

Thank you for your recent letter concerning the issue of quality on our Red Baron pizza. We were very concerned to learn of the problem that you encountered with the product as complaints of this nature are rare.

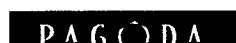
At Schwan's Consumer Brands of North America we manufacture all our products in efficient highly, automated production facilities with sophisticated quality control systems designed to ensure all products leaving our factories meet our high quality standards.

We do take all our consumer complaints very seriously and have informed the staff involved in the manufacturing of this product to ensure that appropriate corrective action has been taken to address this situation. Details of your letter will be kept on record and any further feedback on this subject will be closely monitored.

We hope this matter will not prevent your future enjoyment of our products, we would like to take this opportunity to thank you for your valued patronage. Please accept the enclosed, complementary Red Baron coupon as a gesture of goodwill. If you have any further questions or comments, please feel free to contact us.

Sincerely,

Wendy Klockmann
Customer Product Support





FREE*

ONE RED BARON® BRAND PRODUCT IN ANY VARIETY

Consumer: Coupon good only on Red Baron® Brand Products. Any other use constitutes fraud. Consumer pays any sales tax. **Grocer:** Schwan's Consumer Brands North America, Inc. will reimburse you for the face value of this coupon, plus 8 cents handling, providing you and the consumer have complied with the terms herein. Invoices proving purchase of sufficient stock to cover coupons presented for redemption must be shown upon request. Coupons cannot be mechanically reproduced. Coupons not assignable or transferable. Cash redemption value 1/20 of 1 cent. Void where taxed, restricted or prohibited. **Mail coupon to:** Schwan's Consumer Brands North America, Inc. Coupon Redemption Center, CMS Department 72180, 1 Fawcett Drive, Del Rio, Texas 78840.

Cashier: Please write \$ _____
in checkout price *Maximum Value of \$5.49

Limit one coupon per purchase.
Coupon expires: December 31, 2004

© 2004, Schwan's Consumer Brands North America, Inc.
All Rights Reserved.

NO 001230

MANUFACTURER'S COUPON EXPIRES 12/31/04 NO DOUBLING



FROM MORNING TO NIGHT. FOR EVERY APPETITE.®

31909



5 72180 20001 8 (8100) 0 31909