

*D.R. Knauss*  
Chairman and  
Chief Executive Officer



July 18, 2008

Ms. Sharon Rogers  
[Address Omitted]

Dear Ms. Rogers,

Thank you for taking the time to contact me regarding Brita. We truly value your loyalty to one of our brands. We appreciate hearing from consumers, and I would like to assure you that we share your concerns about the recyclability of Brita filters in the U.S.

It's true that Brita filters are recyclable in other countries, because they have recycling programs for such materials. As of now, the United States city waste management systems are not equipped to collect Brita filters for recycling purposes.

We understand that's not ideal, and we're working with waste management to explore other options, as we are dedicated to sustainability efforts and ensuring customers are happy with our products.

Again, we appreciate your business and your feedback.

Sincerely,

A handwritten signature in blue ink that reads "Don Knauss".

A handwritten note in blue ink that reads "We are focused on this issue!".

DRK/jss