

D.R. Krauss
Chairman and
Chief Executive Officer



August 21, 2008

[Name omitted]
[Address omitted]

Dear [Name omitted],

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 cursive script that reads "Don Krauss".

DRK/jss

We do have one option
That looks like it may
work within the next 6-12
months. Thanks again for
your interest.