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October 20, 2009

Via Email: lori.crouch@wavy.com

Ms. Lori Crouch
Wavy Channel 10
300 Wavy Street
Portsmouth, VA 23704

Dear Ms. Crouch:

We appreciate your call yesterday, regarding your purchasing two out-of-date health care items at our Suffolk location. We take these matters very seriously. Our policy is for all personnel to pull any product, when nearing its expiration date. There is no excuse for how this product was missed all this time. After your call, all stores were notified to immediately check dating on all sensitive items (i.e., medicines, baby food, baby formula etc.) and throughout the three state chain, very few isolated issues were found. Even so, we have redoubled our efforts to make sure all out of date product is pulled in a timely fashion. We will be following up on this even more closely in the future. Our supervisors will be checking behind our store personnel more frequently for out-of-date issues on their visits to the stores. All personnel have also been re-notified of the importance of monitoring this issue.

Fresh Pride is committed to being your friendly neighborhood market. Our commitment to quality product is high on our list, to insure customer confidence in our stores. Again, we appreciate your contacting us about this issue.

Sincerely,
CAMELLIA FOOD STORES, INC.

J. Scott Beavers
Chief Operating Officer

A handwritten signature in cursive script that reads "J. Scott Beavers".

cc: Scott Perkins, Director of Store Operations, Camellia Food Stores, Inc.