

Foster Farms  
P.O. Box 457  
1000 Davis Street  
Livingston, California 95334  
Telephone 209.394.7901



December 21, 2006

Ms. Andrea Siegel  
National Sales Manager  
Comcast Spotlight  
11150 Santa Monica Blvd., Ste. 1550  
Los Angeles, CA 90025

Ms. Lynne Simon  
General Sales Manager  
Comcast Spotlight  
755 Sansome St., 6<sup>th</sup> Fl.  
San Francisco, CA 94111

Dear Ms. Siegel and Ms. Simon:

Foster Farms has observed a television advertisement appearing on Food Network and Animal Planet cable networks, funded by an extremist activist group (EBAA) and regionally (Berkeley and Marin) purchased and coordinated with **Comcast**. We believe this commercial is publicizing false, defamatory and misleading claims about our company to consumers.

No reputable company can allow false, misleading or defamatory allegations to go unchallenged. We demand that these commercials be halted immediately pending our review of your prior substantiation for any of these claims along with the affidavits that legally you are required to have on file that establishes that the film is actually a film of a Foster Farms-owned or controlled ranch facility.

In this commercial, the advertiser presents video images that suggest they are from a Foster Farms facility. There is no evidence of which we are aware linking these images to Foster Farms.

This commercial misleads consumers to assume that Foster Farms mistreats its chickens, yet does not provide any professional, veterinary evidence or prior substantiation to back up those claims. The advertiser directs consumers to an activist web site which further ~~defames the~~ company with no credible or scientific basis for complaint.

Please understand that if you do not have the prior substantiation that we are requesting, then that commercial being aired by Comcast is illegal under both state and federal law.

Sincerely,

Randall C. Boyce, Senior VP & General Counsel

Cc: Kurt Olson, MPG