

May 5, 2006

Daniel P. Dillon, President and CEO
Welch Foods Inc.
3 Concord Farms
575 Virginia Rd.
Concord, MA 01742

1 page via mail and fax: 978-371-3879

Dear Mr. Dillon:

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 1 million members and supporters. On December 6, 2005, my colleague Shalin Gala wrote to you regarding Welch's funding of animal experiments, which include chopping up dogs, forcing primates to inhale tobacco, and inducing cancer in rats. Having received no response to date, we are preparing to launch a full-scale campaign and boycott against Welch's—in the U.S. and in other countries where you have sales—unless you can assure us that you are taking immediate steps to end all animal experiments.

We are currently designing posters, leaflets, stickers, and a Web site dedicated to this campaign and boycott, and we have hundreds of thousands of activists internationally who will organize demonstrations exposing the incredible cruelty of Welch's animal experiments.

Before you tell us that animal testing is required by law to substantiate your product's health claims, let me advise you that we have done our homework. It is not required by any law. Human clinical trials, which are more accurate, relevant, and humane, will allow Welch Foods to tout the health benefits of juice while avoiding the ire of the majority of Americans, who care about animals and will not swallow Welch's decision to use animal testing to prove what everyone already knows—that grape juice is good for you.

If I do not hear from you by May 15, I will assume that you have decided not to work with us, and we will proceed with our campaign as planned. I would be happy to meet with Welch's representatives to discuss this issue further, and I am confident that we can find a mutually advantageous solution.

Sincerely,

A handwritten signature in black ink, appearing to read "David Benjamin", written over a light-colored rectangular background.

David Benjamin
Manager, Corporate Affairs
People for the Ethical Treatment of Animals

cc: Jim Callahan, Director of Corporate Communications