



March 2009

Dear Larabar community,

Thank you for your interest about LÄRABAR joining General Mills. We've always cherished our passionate and loyal LÄRABAR customers and truly value the open dialogue cultivated over the years.

The first thing I want to emphasize is that the sale of our company is great news. General Mills has been around since the 1880's, and you don't stick around that long without understanding and, more important, *respecting* the ever-changing needs of your consumers.

In 1999, General Mills launched a new division of its company called "Small Planet Foods," dedicated to natural and organic products. You may have seen the brands in grocery stores: Muir Glen and Cascadian Farm. LÄRABAR will be part of Small Planet Foods, conducting business as usual and continuing to produce and innovate the healthiest foods possible.

Healthy eating, after all, enriches *everyone's* life—not just the lives of those deep-rooted in the natural and organic foods community. I believe people from all walks of life should have access to healthy foods, and there is no better company on the planet than General Mills to broaden the access to LÄRABAR.

We're proud of the job we've done growing our business, and we're equally proud that General Mills has recognized the magic of LÄRABAR and, through its tremendous resources, wants to take us to a higher level and a greater reach that we could have never achieved on our own.

The world will be better for it.

*Lara*