

SHORT FORM NOTICE

There is a class action settlement related to the marketing of Blue Buffalo Pet Food Products before 2016

A settlement has been reached with Blue Buffalo Company, Ltd. and Blue Buffalo Pet Products, Inc. ("Defendants") regarding allegations of misrepresentation by the Defendants prior to February 2016 regarding chicken/poultry by-product meals, corn, wheat, soy, and artificial preservatives in their ultra-premium lines of dog and cat food products ("Blue Buffalo Pet Food Products").

The Ontario Superior Court of Justice will hold a hearing to decide whether to approve the settlement, so that the benefits can be issued. Those included in the proposed Settlement Class have legal rights and options. More information is in the Long Form Notice, which is available at www.clg.org.

WHAT IS THIS ABOUT?

The Plaintiff alleges that the Defendants have made certain misrepresentations in respect of Blue Buffalo Pet Food Products marketed in Canada. The lawsuit seeks monetary damages from the Defendants. The Defendants deny the Plaintiff's allegations of wrongdoing and assert numerous defences to the Plaintiff's claims. The Court has made no determination about the strengths or weaknesses of any of the Plaintiff's allegations, or any of the Defendants' defences. Instead, the Plaintiff and Defendants have entered into a settlement agreement to end the litigation.

WHO IS INCLUDED?

If the settlement is approved by the Court, the settlement will include all residents in Canada who have purchased Blue Buffalo Pet Food Products on or before September 8, 2019. Each of these persons is a Settlement Class Member.

WHAT DOES THE SETTLEMENT PROVIDE?

Listed Class Members will automatically receive one payment of CAD\$94.75, without the need to make any claim. Listed Class Members are Settlement Class

Members who (i) registered with Consumer Law Group P.C. on or before September 8, 2019, and (ii) do not opt out of the Settlement Class. If you did not register with Consumer Law Group P.C. on or before September 8, 2019, you will not receive any payment, even if you are a Settlement Class Member.

The settlement also provides for charitable donations totaling CAD\$375,000 to registered charities promoting the welfare of cats and dogs in Canada.

The Long Form Notice and the Settlement Agreement, available at www.clg.org, describe in detail the benefits available under the proposed settlement. In the event of any conflict between this notice and the Settlement Agreement, the Settlement Agreement shall prevail.

YOUR OPTIONS

If you do not want to be legally bound by the settlement, you must exclude yourself from the Settlement Class by June 14, 2021, or you will not be able to sue the Defendants about the legal claims this settlement resolves, ever again. If you exclude yourself, you cannot get any benefits from the settlement. If you stay in the settlement Class, you may object to the settlement by May 30, 2021. The Long Form Notice explains how to exclude yourself or object.

The Court will hold a hearing in the case known as *Hardwick v. Blue Buffalo Company, Ltd. and Blue Buffalo Pet Products, Inc.*, Court File No. 16-67441 on July 29, 2021 at 10:00 a.m. at 161 Elgin St., Ottawa, Ontario, to consider whether to approve the settlement, as well as a request by Class Counsel for legal fees and disbursements in the amount of CAD\$295,000, plus HST, to be paid by the Defendants. You or your own lawyer, if you have one, may ask to appear and speak at the hearing at your own cost, but you do not have to. For more information, use the contact information shown below.