

Recall of Clif Bar & Company Bars Containing Peanut Butter

MEMO IMMEDIATE ACTION REQUIRED

Date: January 19, 2009

To: Clif Bar & Company Customers

From
:
Scott Whipps, Vice President of Sports Retail

RE: RECALL OF CLIF BAR & COMPANY BARS
 CONTAINING PEANUT BUTTER
 United States

Contact: Your local sales representative or call 1800-254-3227 (1800-CLIFBAR)

Clif Bar & Company has announced a voluntary recall of **limited date codes** of Clif Bar, Luna Bar, Clif Mojo Bar, Clif ZBaR and Clif Builder Bars **that contain peanut butter** because the products contain peanut butter that was manufactured for a short period of time at Peanut Corporation of America, the location currently being investigated by the FDA for a salmonella outbreak thought to be caused by tainted peanut butter.

The specific products and date codes are as follows :

<u>Brand/Flavor - Domestic</u>	<u>Lot Code Dates Affected</u>
All Clif Mojo Bars	30APR09 - 21JUN09
Clif, Crunchy Peanut Butter	09OCT08 to 31DEC09
Clif, Chocolate Chip Peanut Crunch	09OCT08 to 31DEC09
Clif, Peanut Toffee Buzz	09OCT08 to 31DEC09
Clif, Mini's Variety Pack	09OCT08 to 31DEC09
LUNA Nutz Over Chocolate	28OCT08 to 31DEC09

LUNA Peanut Butter Cookie	28OCT08 to 31DEC09
LUNA® MINI's Variety Pack	28OCT08 to 31DEC09
Clif Builder's Peanut Butter	20SEP08 to 31DEC09
Mojo Honey Roasted Peanut	01SEP07 to 31OCT09
Mojo Mixed Nuts	01SEP07 to 31OCT09
Clif ZBaR Peanut Butter	07JUL09 - 05SEP09 and 12NOV09

NO OTHER CLIF BAR & COMPANY PRODUCTS OR DATE CODES ARE AFFECTED BY THIS RECALL.

We have taken this act with an abundance of caution given the FDA's ongoing investigation of PCA.

Please direct consumers to www.clifbar.com or 1-800-CLIFBAR (1-800-254-3227) for questions and or refunds. Consumers are urged to destroy the recalled product.