

Recall -- Firm Press Release

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Rich Products Corporation Announces Nationwide Voluntary Recall of Jon Donaire® Peanut Butter Cup Ice Cream Cake and TCBY® Peanut Buttery Fudge Deep Dish Frozen Yogurt Pie

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FOR IMMEDIATE RELEASE - October 9, 2012 - In response to the expanded Sunland, Inc. recall of all of its peanut butter products manufactured at its plant since March 31, 2010, Rich Products Corporation (“Rich’s”) on October 9, 2012 recalled its **Jon Donaire® Peanut Butter Cup Ice Cream Cake (Product Code: 62683) and TCBY® Peanut Buttery Fudge Deep Dish Frozen Yogurt Pie (Product Code: 02772).**

Rich’s Quality Assurance Team has determined that the two products contain ingredients sourced from a supplier using Sunland, Inc. peanuts in the production of certain lots of the products and have the potential to be contaminated with *Salmonella*. Specifically, the peanut butter ribbon provided by our supplier contains peanuts sourced from Sunland, Inc. The products are produced by Rich’s in its Santa Fe Springs, California plant.

Salmonella is an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Healthy persons infected with Salmonella often experience fever, diarrhea (which may be bloody), nausea, vomiting and abdominal pain. In rare circumstances, infection with

Salmonella can result in the organism getting into the bloodstream and producing more severe illnesses such as arterial infections (i.e., infected aneurysms), endocarditis and arthritis. For more information on Salmonella, please visit the Centers for Disease Control and Prevention's Web site at <http://www.cdc.gov/>¹ or call 800-CDC-INFO (800-232-4636).

Rich's has not received any reports of illness connected with this product and has issued this voluntary recall as a precautionary measure.

The UPC code for the **Jon Donaire® Peanut Butter Cup Ice Cream Cake** is: 049800626836. Product produced from March 31, 2010 through July 6, 2012 (Julian Dates: 14070008-14072115) is affected. The **Jon Donaire® Peanut Butter Cup Ice Cream Cake** is sold by the case primarily to in-store bakeries nationwide; a small amount of product is sold to food service distributors nationwide. Each individual unit is boxed with a best by date of (October 5, 2010 – January 19, 2013).

The **TCBY® Peanut Buttery Fudge Deep Dish Frozen Yogurt Pie** does not have a UPC code and is sold by the case exclusively to TCBY® stores. Product produced from March 31, 2010 to July 31, 2012 (Julian Date: 14070048 - 14072156) is affected. **TCBY® Peanut Buttery Fudge Deep Dish Frozen Yogurt Pie** is not packaged for retail distribution. Each individual unit is labeled with a best by date of (November 14, 2010 – March 1, 2013).

Rich's has already notified all of its distributors and customers who have received the product in question, and has directed them to remove and destroy the affected product. All other affected product under Rich's control has been quarantined and will be destroyed. Rich's will file with the Reportable Food Registry within 24 hours.

Consumers with questions may contact the Rich's Product Helpline at 1-800-356-7094 (United States) between the hours of 8:30 a.m. and 5:00 p.m. EST. Voice mail is available after hours.