



YOUR ADDRESS

Customer Care Manager
Mr Kipling Cakes
Fish Dam Lane
Carlton
BARNSELEY
South Yorkshire S71 3HQ

Date:

Dear Sir

A FEATHER FOR FREE RANGE!

We, the undersigned are ex-battery hens now enjoying a free range retirement thanks to the work of the Battery Hen Welfare Trust, the UK's only registered charity for caged hens . The BHWT have helped over 140,000 of us to enjoy a second chance in life since they began in April 2005.

Along with our hen keepers we believe you should help our working colleagues, currently stuck in their cages, by introducing a range of Mr Kipling products using free range eggs, preferably British ones! You claim to make exceedingly good cakes, but we don't think you currently use exceedingly good eggs.

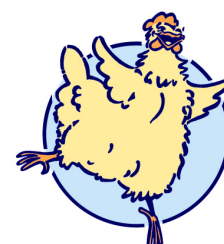
We would be grateful if you would respond to our keeper, **YOUR NAME**..... to inform her/him if you intend to start sourcing free range eggs; there is a serious message in this lighthearted letter.

Thank you, we look forward to hearing from you and sincerely hope that Mr Kipling will soon join other leading food manufacturers who are using free range eggs as ingredients.

Yours faithfully



STICK YOUR FEATHER ABOVE AND WRITE THE NAME OF EACH OF YOUR HENS UNDERNEATH



Battery Hen Welfare Trust
Registered charity
No: 1109060