

TO CUSTOMERS

18 April 2016

Dear Sir/Madam

**Re: Pet Brands Connect Pty Ltd
(Administrators Appointed)
ACN 094 221 913
("the Company")**

David Lombe and I were appointed Joint and Several Administrators of the Company on 14 April 2016 pursuant to Section 436A of the Corporations Act 2001.

The Administrators are undertaking an urgent assessment of the financial position of the Company in order to determine the most appropriate course of action.

Treatment of Amounts Owed by You

If services and goods are supplied to you after the date of our appointment, we will continue to invoice you in accordance with existing credit terms. Please note that no offsets against pre-appointment claims against the Companies can be accepted.

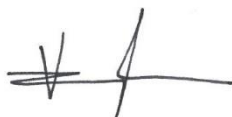
The Administrators are required to convene a first meeting of creditors within 8 business days following our appointment. Further information regarding the time and place of this meeting will be sent by separate letter.

We appreciate your continued support whilst the Administrators undertake their assessment.

Should you have any questions in relation to amounts owed by you to the Company, please contact Alan Hunt on 0412 251 976 or alanhuntandco@optusnet.com.au who is assisting the Administrators with this matter.

Should you have any questions in relation to the Administration, please contact Emma Henderson of this office on (02) 9322 5348 or emmhenderson@deloitte.com.au.

Yours faithfully,



Vaughan Strawbridge
Joint and Several Administrator