

Steve Bendzak
General Manager, ExOfficio
4202 6th Ave.
South Seattle, WA 98108

July 7, 2011

Dear Mr. Bendzak,

I am writing concerning your opposition to the proposed Pebble Project in southwest Alaska. Your partnership with Trout Unlimited in opposing a prospect that represents important economic opportunities for Alaska is disappointing. In response to your asking for public support in stopping the project, I'm calling on Alaskans to boycott ExOfficio clothing and Jarden-owned household product brands.

Pebble's economic potential is extensive and its impact on Southwest Alaska could be considerable in a region where the cost of living is among the highest in the country. Permanent jobs are scarce in Bristol Bay and basic necessities like food and fuel are so cost-prohibitive that residents are leaving historical villages in search of stable economic opportunities. Fishing is no longer sufficient to support a family and many in the region have sold their commercial fishing permits to survive.

Pebble could contribute to a year-round economy for the region, create jobs, generate supply and service contracts and provide a substantial local tax base. It may also provide low-cost power and improved infrastructure to Bristol Bay communities. It isn't clear whether Pebble is the answer to these issues. However, the project has the potential to bring unprecedented opportunities where few others exist.

It is important to understand that the Pebble discussion is not about pitting mining against fishing or choosing one resource over another. It's about pursuing a development plan that may allow both to successfully co-exist.

Alaska enforces some of the most comprehensive environmental regulations in the world and our state's management of natural resource programs is recognized as some of the most effective in the industry. Our commitment to responsible development through the regulatory process has allowed us to leverage our mineral resource potential while protecting our land, water, fisheries and wildlife.

Dozens of authorizations from state, federal and local agencies are required before a mine can begin operations and denial of any one of these authorizations can stop the project. More than 67 major permits will be required for Pebble and

hundreds of others under the Clean Water Act, Clean Air Act and National Environmental Policy Act.

Further, Alaska's constitution preserves the right for resource projects to navigate the permitting process. Pebble, located on state land designated for mineral exploration and development, has a right to pursue a project plan that meets those standards.

For a complete picture of the volume of standards in Alaska's mine permitting process, I invite you to visit the following web sites:

<http://dnr.alaska.gov/mlw/mining/largemine/index.htm>
<http://dnr.alaska.gov/mlw/mining/largemine/may5pptcolor6.pdf>

It is my belief, and the belief of Truth About Pebble, that the project deserves an open and fair hearing with Alaskans and local, state and federal agencies mandated to regulate resource projects in Alaska. While I respect the right of ExOfficio and Jarden to take a stand on issues of concern to your company, it's disappointing that you would consider a position before the facts are made available and without hearing both sides of this important issue. It is my hope that you will reconsider your position until you've had a chance to fully assess what the Pebble Partnership may propose in Southwest Alaska.

If you are interested in learning different perspectives about Pebble and the process in place to ensure responsible development in Alaska, I would welcome the opportunity to speak with you. Thank you for your time and consideration.

Sincerely,

Gail Phillips
Chairperson, Truth About Pebble

Cc: James Lillie
CEO, Jarden Corporation