

BASIC INFORMATION ABOUT THE LAWSUIT

1. What is this lawsuit about? It is about whether Hill's marketing and sale of its Prescription Diet® branded pet food pursuant to a veterinary prescription is deceptive under the Illinois Consumer Fraud and Deceptive Business Practices Act ("Act") because the products do not contain a drug or medicine and are not actual prescription products legally required to be sold by prescription. It is also about whether Hill's marketing and sale of Prescription Diet® pet food as requiring a veterinary prescription and as intended for use in the diagnosis, cure, mitigation, treatment, or prevention of disease in pets, even though the products have not been approved by the Food and Drug Administration, is unfair under the Act because such conduct violates public policy, or is unethical or unscrupulous. Finally, it is about whether Hill's conduct caused consumers to overpay for Prescription Diet® products. Hill's strongly disputes these allegations and contends that its practice of selling Prescription Diet® pet food only to consumers whose veterinarians have prescribed it is in the best interest of pets and is no way deceptive, unfair, unethical, or unscrupulous. Hill's further contends that it has not done anything to cause consumers to overpay for Prescription Diet® products. The Court has not made any determination as to who is right.

Note. Veterinarians are not a party to this lawsuit, and the lawsuit is not about whether any specific pet food, including Prescription Diet®, has been determined to be good or bad for your pet. If you are considering changing your pet's diet or have questions about your pet's diet, please consult your veterinarian.

Additional information about this lawsuit, including the Complaint filed by the Plaintiffs and the Answer filed by Hill's, is available at www.HillsPrescriptionDietClassAction.com. You are encouraged to access this case website to learn more about the case.

2. What is a class action, and who is involved? In a class action lawsuit, like this case, one or more persons called "Class Representatives" sue on behalf of themselves and other persons with similar claims, or "Class Members." In this case, the Class Members are the Plaintiffs, and Hill's is the Defendant to the class action claims.

3. Who are the Class Representatives? The Court has named Holly Blaine Vanzant as a Class Representative for the unfair conduct claim and Sherry Nevius as Class Representatives for both the unfair and deceptive conduct claims.

4. What is the current status of this lawsuit? The Court has certified this case as a Class Action and decided that the Class Representatives will be permitted to try to prove the case in a single trial on behalf of all Class Members. At that trial, the jury will determine whether Hill's is liable to Class Members for unfair or deceptive practices, or both, and, if so, the amount of damages.

- If the Class Representatives are successful in proving that Hill's is liable for damages to the Class, then each Class Member will have an opportunity to receive compensation in relation to his or her damages caused by Hill's conduct.
- If the Class Representatives are not successful in proving that Hill's is liable for damages, then Class Members will not receive any compensation and will not be permitted to bring an individual claim against Hill's related to whether the sale of Prescription Diet® products pursuant to a veterinary prescription is unfair and/or deceptive under the Illinois Consumer Fraud Act.

5. Who are Class Counsel? The Court has appointed Michael L. McGlamry of the law firm Pope McGlamry, P.C., Ellen M. Carey of the law firm Forde & O'Meara, LLP, and Edward J. ("Trip") Coyne III of the law firm Ward and Smith, P.A. as Class Counsel. You do not need to hire your own

Questions? Call 1-877-425-7652 or visit www.HillsPrescriptionDietClassAction.com.

lawyer because Class Counsel represent all Class Members and work on their behalf. But, if you want your own lawyer, you can hire one at your own expense.

6. How are Class Counsel being paid? Class Counsel are representing Class Members on a contingent fee basis and advancing all costs of the litigation, with reimbursement also contingent on the outcome of the case. If money damages are obtained for the Class, Class Counsel will submit a fee request to the Court requesting reimbursement of litigation expenses and an amount of fees, as percentage of the recovery, to be determined by the Court.

7. What if I don't want to be included in the lawsuit? If you want to be excluded from the Class, you must mail a written request to the Notice Administrator with your name, email address, and mailing address, indicating your wish to opt out or be excluded from the "Hill's Prescription Pet Food Class Action." Send your exclusion request to: Notice Administrator, P.O. Box 2467, Portland, OR 97208-2467. To be excluded, your mail must be postmarked on or **before May 21, 2024.**

Remember, if you ask to be excluded, you will no longer be a member of the Class and you will not get any benefits, if any, obtained by the Class Representatives in the lawsuit. If you exclude yourself, you will keep any rights to sue Hill's separately about the legal claims asserted in this lawsuit at your own expense.

GETTING MORE INFORMATION

You can review the case file online at www.HillsPrescriptionDietClassAction.com.

Additionally, you may contact Class Counsel at any of the telephone numbers below, or by writing to Class Counsel at any of the addresses below.

CLASS COUNSEL

Contact information for Class Counsel is as follows:

Michael L. McGlamry POPE MCGLAMRY, P.C. 3391 Peachtree Road, NE, Suite 300 Atlanta, GA 30326 Telephone: (404) 523-7706	Ellen M Carey Forde & O'Meara LLP 191 North Wacker Drive Ste 31st Floor Chicago, IL 60606 Telephone: (312) 641-1441	Edward J. ("Trip") Coyne III WARD AND SMITH, P.A. 127 Racine Drive Wilmington, NC 28403 Telephone: (910) 794-4800
--	---	--

*Please do not contact the Court or the Judge.
They cannot answer any questions or discuss this case.*

DATED: February 21, 2024

By Order of District Judge Jorge L. Alonso of the United States District Court for the Northern District of Illinois.

Questions? Call 1-877-425-7652 or visit www.HillsPrescriptionDietClassAction.com.