

April 6, 2012

Dear Joseph,

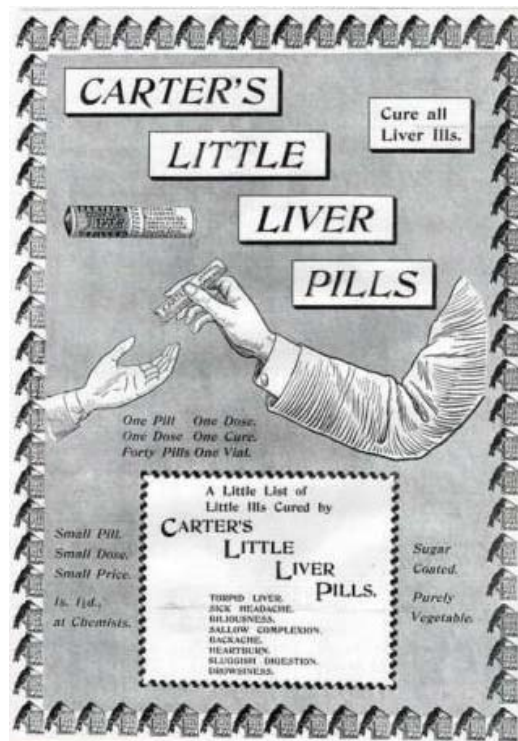
We recently became aware of a new addition to YouTube that we all found extremely interesting and entertaining. It was a video of you extolling the benefits of Carter's Little Liver Pills.

As "alumni" of Carter-Wallace, we thought this was great! It was even posted it on our Carter-Wallace Alumni website which is maintained to keep all of our former employees in touch with each other. We were a very close-knit group and all loved working there.

As you may or may not know, Carter-Wallace was sold over 10 years ago. A company named MedPointe bought the pharmaceutical division of the company and the Carter-Wallace name, and Church and Dwight (of Arm and Hammer fame) bought the personal care brands which included Carter's Little Pills (the word "liver" was taken out of the name in 1951 as it was deemed deceptive). At that time, many of us lost our jobs and were saddened to have to leave our long-standing friendships with our colleagues behind. We still keep in touch via the website and a yearly reunion. It was such a wonderful company to work for, very caring of its employees, and the friendships formed will stand the test of time.

Fast forward to 2011 ... there you are with a "commercial" on YouTube. Perhaps you should have been designated to be the CW spokesman. You are far more engaging than this boring commercial from 1961: <http://www.youtube.com/watch?v=-v2WRcfu5Yg>. Plus, you really know your stuff!

Thanks for bringing a little nostalgia to our employees and bringing back fond memories of our wonderful days working at Carter-Wallace. Nice to know that our company made a product that has stood the test of time and left an impression on folks like you!



Sincerely,

Carter-Wallace Alumni
(Former employees)