



**Jack Link's Announcement
Distribution via US Mail and Emailed as a pdf
April 15, 2022**

April 26, 2022

To Our Valued Customer,

We are excited to share, in partnership with the State of Georgia, Jack Link's today announced plans to build a new production facility in Perry, Georgia. The production facility investment is focused on supporting the ever-growing consumer demand with the same high quality Jack Link's products we produce today. The facility will support the production of current and new products primarily under the Jack Link's brand, for which we are building a team of 800+ employees. Production is slated to begin at the end of 2023.

Jack Link's has also invested in Midwest-based production and operational facilities - including recent expansions in Minong, Wisconsin; Alpena, South Dakota; and Underwood, Iowa - which have supported the Company's growth into the category leader it is today. We have consistently grown throughout the U.S. since Jack started the Company in 1985.

The new facility in Georgia will allow Jack Link's to significantly expand production capacity. This expansion will allow us to better service you and (ultimately) the consumers who purchase our products.® We are actively developing plans to ensure any production transitions will be seamless once the Georgia facility is operational. Our goal continues to be category growth, supported by consistent customer service.

Please reach out to your Jack Link's sales representative with any additional questions. Thank you for your continued partnership.

Best Regards,

A handwritten signature in black ink, appearing to read "Kevin McAdams", followed by a period.

Kevin McAdams
President, North America

