



May 29, 2012

Ms. Marilyn Ducksworth  
Senior Vice President for Corporate Communication  
Penguin Group (USA)

Dear Ms. Ducksworth:

The Animal Agriculture Alliance is extremely disappointed by your company's decision to fund and promote the Humane Society of the United States (HSUS), an extreme animal rights organization that is not affiliated with local animal shelters and instead uses its multi-million dollar budget to threaten America's hardworking farmers and ranchers. We applaud your commitment to philanthropy, but we urge you to withdraw your support for HSUS in favor of a true animal welfare organization.

The Alliance is a national non-profit organization that educates the public about how today's farmers care for their animals while providing nutritious, plentiful, and affordable food and other products for all. Our diverse membership includes national agriculture associations, individual farmers and ranchers, veterinarians, animal behaviorists, agricultural businesses, animal health companies, and other allied industry stakeholders. Collectively, we represent more than two million stakeholders.

HSUS and other animal rights groups are not concerned with improving animal welfare. These extremists are systematically working to prohibit the ownership and use of animals for any purpose - be it for companionship, entertainment, or food. When Wayne Pacelle took over as President and CEO of HSUS in 2004, he told reporters that his goal was to "build a National Rifle Association of the animal rights movement".

Please also be aware that the "animal rescue" methods used by HSUS have been controversial. An investigation by an Atlanta news station found that only 53 percent of the \$34 million HSUS raised in the aftermath of Hurricane Katrina could be accounted for as spent on disaster-relief activities. In December 2009, HSUS raised \$1.2 million using the image of "Fay", a severely disfigured dog, despite the fact that HSUS had not provided any of the animal's care. In 2010, it shamefully marketed itself as the sole animal rescue group during the Haiti earthquake and refused to join the Animal Relief Coalition for Haiti that 15 other animal care organizations had collectively established before HSUS arrived on the scene. Clearly, fundraising, and not improving the lives of animals, is the true goal of HSUS.

Please contact us to learn more about the tactics that HSUS and other animal rights groups are using to threaten the livelihood of America's farmers and ranchers. As we celebrate National Pet Month this May, we encourage you to support your local animal shelter – these groups provide much-needed care for pets in need but are often woefully lacking in resources.

Thank you for your time and consideration.

Sincerely,

Kay Johnson Smith  
President and CEO