



March 10, 2014

Dr. Oh-Hyun Kwon
Vice Chairman & CEO Samsung Electronics Co., Ltd
85 Challenger Road
Ridgefield Park, NJ. 07660

Dear Dr. Oh-Hyun Kwon:

I am writing today to express my dismay—and the dismay of our membership—at your decision to provide financial support to the Humane Society of the United States (HSUS) following the 2014 Oscars and host Ellen DeGeneres' designation of HSUS as one of two charities to receive your donation of 1.5 million dollars. Our membership includes every major animal agricultural association, as well as many individual farmers, ranchers, veterinarians, animal behaviorists, agricultural businesses and organizations, and animal health companies. Collectively, we represent more than two million individuals.

While the Alliance represents America's hardworking farmers and ranchers, HSUS is a radical animal rights organization that is not affiliated with local animal shelters and instead uses its more than \$100 million dollar budget to threaten our members. While many Americans mistakenly believe HSUS is the national organization affiliated with local animal shelters, less than 1% of its funding is used for hands-on animal care. Instead, HSUS uses its considerable resources to attack farmers and ranchers with legislation, litigation, and public relations smear campaigns. HSUS shares the same goal as the notoriously extreme group People for the Ethical Treatment of Animals (PETA): the total elimination of meat, milk and eggs from all of our diets. Obviously, this ideology doesn't reflect the values of most Americans, as over 97% of our population enjoys a diet comprised, in part, of animal proteins.

This 97% likely includes many of the celebrities like Jennifer Lawrence, Channing Tatum, Brad Pitt and others who consumed the cheese pizza that Ellen handed out right after the infamous "Selfie" went viral on Oscar Sunday. I'm sure those celebrities wouldn't want to live in a world with cheese-less, meatless pizza and neither do we. We believe in consumer choice—something that HSUS and others work hard to eliminate every day. **Your decision to financially support HSUS has prompted us to reconsider any purchase of Samsung products, and we will urge our members to do the same.**

We strongly encourage you to reconsider Samsung's support for HSUS, or, at the very least; to earmark your donation for local animal shelters who desperately need your support. To learn more about the Alliance or about the threats being made against today's agriculture industry by animal rights organizations such as HSUS, please do not hesitate to contact me at (703) 562-1412.

Thank you for your time and consideration.

Sincerely,

Kay Johnson Smith
President and CEO
KJohnson@animalagalliance.org

Paul Pressley, DVM
Chairman, Animal Agriculture Alliance
Executive Vice President, US POULTRY

CC: Gregory Lee, Charlie Bae