

----- Original Message -----

[email addresses redacted]

Sent: Thursday, April 21, 2011 12:47:19 PM

Subject: Kellogg products

Dear John and Hugh,

I have become aware through my friend, Ed Begley that you are in an ongoing investigation of Kellogg Garden Products. We met that company through Gary Petersen who is one of California's leading environmental policy and corporate advisory leaders for the last 40 years. EMA is a messaging organization. Our mission is to utilize the media and entertainment figures to role model sustainable lifestyle choices. We are not a certification organization.

We work very closely with large corporations helping to promote their "green" products and initiatives in order to encourage other companies (large and small) that "green business" is "good business."

Although, I cannot comment on the content of your extremely passionate campaign against Kellogg, I can refer this to EMA's close advisors at Green Seal in DC. Dr. Arthur Weissman is a dear friend and very attentive associate of the EMA programs. I will send your information immediately to Dr. Weissman and his team at Green Seal to verify your information and/or dispute it.

I will ask you to immediately discontinue your emails to Ed and the public campaign against EMA's Garden Program until proper channels (via Green Seal) are completed. EMA is always transparent in our work and do not claim to work with only 100% organic and or sustainable corporations. As I said, we hope to work within mainstream business to encourage them to do more and more environmental products and environmental corporate practices.

The EMA School Garden Program has never claimed to be "organic." Our order to Kellogg was to use their organic gardening products with the desire to work with the schools to be "organically grown." I am very aware of the organic farming laws (Bob

Scowcroft, recently retired CEO of OFRF) has been a close friend and advisor for nearly 12 years. This is an area that I'm deeply connected to.

As an organization that deals with press in an ongoing basis, I would ask for your respect to our 22 year history and afford us the time to consult with our expert advisors before you continue to unilaterally condemn a program that has been successful and inspirational.

Warmest Regards,

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