

**If you purchased certain Seventh Generation, Inc. (“SVG”) Products
Between November 14, 2010 and October 12, 2016
You May be Eligible to Receive a Payment from a Class Action Settlement.**

A Federal Court authorized this notice. This is not a solicitation from a lawyer.

- A proposed nationwide Settlement has been reached in a class action lawsuit involving certain SVG Products. The Settlement resolves litigation over whether the Defendant allegedly violated state and federal laws regarding the labeling, marketing, and advertising of certain SVG Products.
- You may be eligible to participate in the proposed Settlement, if it is finally approved, if you purchased certain SVG Products between November 14, 2010 and October 12, 2016.
- The Settlement will provide payments to those who qualify. You will need to file a Claim Form to get a payment from the Settlement.
- Your legal rights are affected whether you act, or don’t act. Read this notice carefully.

YOUR LEGAL RIGHTS AND OPTIONS IN THIS SETTLEMENT

SUBMIT A CLAIM FORM BY MARCH 30, 2017	This is the only way to get a payment.
EXCLUDE YOURSELF BY DECEMBER 27, 2016	Get no payment from the Settlement. This is the only option that allows you to ever be a part of any other lawsuit against the Defendant about the legal claims in this case.
OBJECT BY DECEMBER 27, 2016	Write to the Court about why you think the settlement is unfair, inadequate, or unreasonable.
GO TO A HEARING JANUARY 26, 2017	Ask to speak in Court about the fairness of the Settlement.
DO NOTHING	Get no payment. Give up rights to ever sue the Defendant about the legal claims in this case.

- These rights and options—**and the deadlines to exercise them**—are explained in this notice. The deadlines may be moved, canceled, or otherwise modified, so please check the Settlement Website at www.SVGClassAction.com regularly for updates and further details.
- The Court in charge of this case still has to decide whether to approve the Settlement. Payments will be made if the Court approves the Settlement and after any appeals are resolved. Please be patient.

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BASIC INFORMATION

1. **Why is there a notice?**

You have a right to know about a proposed Settlement of a class action lawsuit, and about your options, before the Court decides whether to approve the Settlement.

The Court in charge of this case is the United States District Court for the Southern District of New York (the “Court”), and the case is called *Rapoport-Hecht et al. v. Seventh Generation, Inc.*, Case No. 7:14-cv-09087-KMK. The individuals who sued are called the Plaintiffs, and the company they sued, Seventh Generation, Inc. (“SVG”), is called the Defendant.

2. **What is this lawsuit about?**

The lawsuit alleges that the Defendant violated certain laws in labeling, marketing, and advertising of certain SVG Products.

The Defendant denies any and all wrongdoing of any kind whatsoever, and denies any liability to Plaintiffs and to the Settlement Class.

3. **Why is this a class action?**

In a class action, one or more people, called “Class Representatives,” sue on behalf of people who have similar claims. All these people are in a “class” or “class members,” except for those who exclude themselves from the class. United States District Court Judge Kenneth M. Karas in the United States District Court for the Southern District of New York is in charge of this class action.

4. **Why is there a Settlement?**

The Defendant is not admitting that it did anything wrong and both sides want to avoid the cost of further litigation. The Court has not decided in favor of the Plaintiffs or the Defendant. The Class Representatives and their attorneys think the Settlement is best for everyone who is affected. The Settlement provides the opportunity for Settlement Class Members to receive Settlement benefits.

WHO IS IN THE SETTLEMENT?

5. **How do I know if I am in the Settlement?**

The Settlement Class includes all persons and entities who, from November 14, 2010 to October 12, 2016, both resided in the United States and purchased in the United States any of the SVG Products for their household use or personal consumption and not for resale. Excluded from the Settlement Class are: (a) SVG’s board members or executive-level officers, including its attorneys; (b) governmental entities; (c) the Court, the Court’s immediate family, and the Court staff; and (d) any person that timely and properly excludes himself or herself from the Settlement Class in accordance with the procedures approved by the Court.

6. **Which Products are included in the Settlement?**

The eligible SVG Products in the Settlement include certain Baby Care Products, Personal Care Products, Dishwashing Products, Laundry Products, and Household Products. For a full list of eligible SVG Products in the Settlement, please visit the Settlement Website, www.SVGClassAction.com.

7. **What if I am still not sure if I am included in the Settlement?**

If you are not sure whether you are a Settlement Class Member, or have any other questions about the Settlement Agreement, you should visit the Settlement Website, www.SVGClassAction.com, or call the toll-free number, 1-855-732-6084.

SETTLEMENT BENEFITS

8. What does the Settlement provide?

The Settlement provides for a Settlement Amount of \$4,500,000.00 to pay (1) claims of eligible Settlement Class Members; (2) the costs of Class Notice and administration; (3) Attorneys' Fees and Expenses awarded by the Court; and (4) any Incentive Award made by the Court to Plaintiffs. Settlement Class Members who timely submit valid Claim Forms are entitled to receive a cash payment from the Settlement. The actual amount recovered by each Settlement Class Member will not be determined until after the Claim Period has ended and all Claims have been calculated.

9. What can I get from the Settlement?

If you submit a valid Claim Form by the deadline, you can get a payment from the Settlement. If, after subtracting from the Settlement Amount the Incentive Awards for the Class Representatives, Attorneys' Fees and Expenses, and the costs of Class Notice and administration, the funds remaining are insufficient to pay all of the Approved Claims, then Settlement Class Member payments will be reduced proportionately.

10. What am I giving up to stay in the Class?

Unless you exclude yourself from the Settlement, you cannot sue the Defendant, continue to sue, or be part of any other lawsuit against the Defendant about the legal issues in this case. It also means that all of the decisions by the Court will bind you. The Release is described more fully in the Settlement Agreement and describes exactly the legal claims that you give up if you stay in the Settlement Class. The Settlement Agreement is available at the Settlement Website, www.SVGClassAction.com.

HOW TO GET A PAYMENT

11. How can I get a payment?

To be eligible to receive a payment from the Settlement, you must complete and submit a timely Claim Form. You can complete and submit your Claim Form online at the Settlement Website, www.SVGClassAction.com. The Claim Form can be downloaded from the Settlement Website, as well. You can request a Claim Form be sent to you by sending a written request to the Settlement Administrator by mail or email, or by calling toll-free.

MAIL: SVG Class Action
Settlement Administrator
1801 Market Street, Suite 660
Philadelphia, PA 19103

EMAIL: info@SVGClassAction.com

PHONE: 1-855-732-6084

Please read the instructions carefully, fill out the Claim Form, and mail it postmarked no later than **March 30, 2017** to: SVG Class Action, Settlement Administrator, 1801 Market Street, Suite 660, Philadelphia, PA 19103, or submit your Claim Form online at the Settlement Website, www.SVGClassAction.com, by **March 30, 2017**.

If, after subtracting from the Settlement Amount the Incentive Awards for the Class Representatives, Attorneys' Fees and Expenses, and the costs of Class Notice and administration, the funds remaining are insufficient to pay all of the Approved Claims, then Settlement Class Member payments will be reduced proportionately.

If you do not submit a valid Claim Form by the deadline, you will not receive a payment.

12. When will I get my payment?

Payments will be mailed to Settlement Class Members who send in valid and timely Claim Forms after the Court grants "final approval" to the Settlement and after any and all appeals are resolved. If the Court approves the Settlement after a hearing on January 26, 2017, there may be appeals. It's always uncertain whether these appeals can be resolved, and resolving them can take time.

EXCLUDING YOURSELF FROM THE SETTLEMENT

If you don't want a payment from the Settlement, and you want to keep the right to sue or continue to sue the Defendant on your own about the legal issues in this case, then you must take steps to get out. This is called excluding yourself—or it is sometimes referred to as “opting out” of the Settlement Class.

13. How do I get out of the Settlement?

To exclude yourself (or “Opt-Out”) from the Settlement, you must complete and mail to the Settlement Administrator a written request that includes the following:

- Your name and address;
- The name of the case: *Rapoport-Hecht et al. v. Seventh Generation, Inc.*, Case No. 14-cv-09087-KMK (S.D.N.Y.);
- A statement that you want to be excluded from this Settlement; and
- Your signature.

You must mail your exclusion request, postmarked no later than **December 27, 2016** to:

SVG Class Action
Settlement Administrator
Attn: Exclusion Requests
1801 Market Street, Suite 660
Philadelphia, PA 19103

If you don't include the required information or submit your request for exclusion on time, you will remain a Settlement Class Member and will not be able to sue the Defendant about the claims in this lawsuit.

14. If I don't exclude myself, can I sue the Defendant for the same thing later?

No. Unless you exclude yourself, you give up any right to sue the Defendant for the claims that this Settlement resolves. If you have a pending lawsuit, speak to your lawyer in that lawsuit immediately. You must exclude yourself from this Settlement Class to continue your own lawsuit.

15. If I exclude myself, can I still get a payment?

No. You will not get any money from the Settlement if you exclude yourself. If you exclude yourself from the Settlement, do not send in a Claim Form asking for benefits.

OBJECTING TO THE SETTLEMENT

16. How can I tell the Court if I do not like the Settlement?

A Settlement Class Member may object to the Agreement pursuant to Section 6.2 of the Agreement. A Settlement Class Member may object to the Agreement either on his or her own without an attorney, or through an attorney hired at his or her expense. Any objection must be in writing, signed by the Settlement Class Member (and his or her attorney, if individually represented), filed with the Court, with a copy delivered to Class Counsel and SVG Counsel, at the addresses set forth below, no later than **December 27, 2016**. Any objection shall contain a caption or title that identifies it as "Objection to Class Settlement in *Tziva Rapoport-Hecht, et al v. Seventh Generation, Inc.*, 14-CIV-9087-KMK (S.D.N.Y.)."

Any objection shall contain information sufficient to identify and contact the objecting Settlement Class Member (or his or her individually-hired attorney, if any) as well as a clear and concise statement of the Settlement Class Member's objection, the facts supporting the objection, and the legal grounds on which the objection is based. Any objection shall include documents sufficient to establish the basis for the objector's standing as a Settlement Class Member, such as (i) a declaration signed by the objector under penalty of perjury, with language similar to that

included in the Claim Form, that the Settlement Class Member purchased at least one SVG Product during the Class Period; or (ii) receipt(s) reflecting such purchase(s).

Your objection, along with any supporting material you wish to submit, must be filed with the Court, with a copy delivered to Class Counsel and Defendant’s Counsel no later than December 27, 2016 at the following addresses:

Court	Class Counsel	Class Counsel
The United States District Court for the Southern District of New York The Hon. Charles L. Brieant Jr. Federal Building and United States Courthouse 300 Quarropas Street White Plains, NY 10601	Michael R. Reese Reese LLP 100 West 93rd Street, 16th Floor New York, NY 10025	Melissa W. Wolchansky Halunen Law 80 South Eighth Street Minneapolis, Minnesota 55402
Class Counsel	Class Counsel	Defense Counsel
Jeffrey D. Kaliel Tycko & Zavareei LLP 1828 L Street, NW, Suite 1000 Washington D.C. 20036	Jason Sultzer The Sultzer Law Group 85 Civic Center Plaza, Suite 104 Poughkeepsie, NY, 12601	Daniel J. Herling Mintz Levin Cohn Ferris Glovsky and Popeo, P.C. 44 Montgomery Street, 36 th Floor San Francisco, CA 94104

17. What is the difference between objecting and excluding?

Objecting is simply telling the Court that you don’t like something about the Settlement. You can object to the Settlement only if you do not exclude yourself from the Settlement. Excluding yourself from the Settlement is telling the Court that you don’t want to be part of the Settlement. If you exclude yourself from the Settlement, you have no basis to object to the Settlement because it no longer affects you.

THE LAWYERS REPRESENTING YOU

18. Do I have a lawyer in this case?

Yes. The Court has appointed these lawyers and firms as “Class Counsel,” meaning that they were appointed to represent all Settlement Class Members: Michael R. Reese of Reese LLP; Melissa W. Wolchansky of Halunen Law; Jeffrey D. Kaliel of Tycko & Zavareei LLP, and Jason Sultzer of The Sultzer Law Group.

You will not be charged for these lawyers. If you want to be represented by your own lawyer, you may hire one at your own expense.

19. How will the lawyers be paid?

Class Counsel intends to file a motion on or before December 13, 2016 seeking \$1,500,000.00 in Attorneys’ Fees and Expenses. The fees and expenses awarded by the Court will be paid from the Settlement. The Court will determine the amount of fees and expenses to award. Class Counsel will also request that \$5,000.00 be paid from the Settlement to each of the named Plaintiffs who helped the lawyers on behalf of the whole Class.

THE COURT’S FAIRNESS HEARING

20. When and where will the Court decide whether to approve the Settlement?

The Court will hold a Fairness Hearing on **January 26, 2017** at 2:00PM at the United States District Court for the Southern District of New York, before the Honorable Kenneth M. Karas, United States District Judge, in Courtroom 521, in the Hon. Charles L. Brieant Jr. Federal Building and United States Courthouse, 300 Quarropas Street, White Plains, New York 10601.

At the Fairness Hearing, the Court will consider whether the Settlement Agreement is fair, reasonable, and adequate. The Court will also consider how much to pay Class Counsel and the Class Representatives. If there are

objections, the Court will consider them at this time. After the hearing, the Court will decide whether to approve the Settlement. We do not know how long these decisions will take.

21. Do I have to come to the hearing?

No. Class Counsel will answer any questions that the Court may have. But, you may come at your own expense. If you send an objection, you don't have to come to Court to talk about it. As long as you mailed your written objection on time to the proper addresses, the Court will consider it. You may also pay your own lawyer to attend, but it's not necessary.

22. May I speak at the hearing?

Yes. You may ask the Court for permission to speak at the Fairness Hearing. To do so, you must send a letter saying that it is your "Notice of Intent to Appear." In your letter, you must include the following:

- Your name, address, and telephone number;
- The name, address, and telephone number of any lawyer(s) who will be appearing on your behalf at the Fairness Hearing;
- The name of the case: *Rapoport-Hecht et al. v. Seventh Generation, Inc.*, Case No. 14-cv-09087-KMK (S.D.N.Y.); and
- Your signature and, if you have one, your lawyer's signature.

Your Notice of Intent to Appear must be filed with the Court no later than January 11, 2017.

IF YOU DO NOTHING

23. What happens if I do nothing at all?

If you do nothing, you will not get a payment from the Settlement. Unless you exclude yourself, you won't be able to start a lawsuit, continue with a lawsuit, or be part of any other lawsuit against the Defendant about the legal issues in this case, ever again.

GETTING MORE INFORMATION

24. How do I get more information?

This notice summarizes the proposed Settlement. More details are in the Settlement Agreement. You can review a complete copy of Settlement Agreement and other information at the Settlement Website, www.SVGClassAction.com. If you have additional questions or want to request a Claim Form, you can visit the Settlement Website, www.SVGClassAction.com. You can also write to the Settlement Administrator by mail or email, or call toll-free.

MAIL: SVG Class Action
Settlement Administrator
1801 Market Street, Suite 660
Philadelphia, PA 19103

EMAIL: info@SVGClassAction.com

PHONE: 1-855-732-6084

Updates will be posted at www.SVGClassAction.com as information about the Settlement process becomes available.

PLEASE DO NOT CONTACT THE COURT OR THE CLERK'S OFFICE CONCERNING THIS CASE.