

If you purchased certain Seventh Generation, Inc. (“SVG”) Products, you may be eligible to receive a payment from a class action Settlement.

If you purchased certain SVG Products, you may be eligible to receive a payment from a Settlement. There is a class action Settlement involving SVG Products. The Action alleged that SVG violated state and federal laws regarding the labeling, marketing, and advertising of certain SVG Products. SVG denies any and all wrongdoing of any kind whatsoever and denies any liability to Plaintiffs and to the Settlement Class. The Court has not decided who is right. Both sides have agreed to settle the dispute and provide an opportunity for payments and other benefits to Settlement Class Members.

WHO IS INCLUDED IN THE SETTLEMENT?

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 are included in the Settlement Class. More information about the SVG Products involved in the Settlement is available at the Settlement Website, www.SVGClassAction.com, or by calling 1-855-732-6084.

WHAT DOES THE SETTLEMENT PROVIDE?

The Settlement provides 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; 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.

WHAT ARE MY RIGHTS?

1. Participate in the Settlement by Submitting a Claim. If you wish to participate in the Settlement and be eligible to receive benefits under the Settlement, you **MUST** fill out and submit a Claim Form by **March 30, 2017**. You can obtain a Claim Form by (1) Visiting the Settlement Website, www.SVGClassAction.com, where you can file your claim online or print a Claim Form to submit by mail; (2) Mailing a written request for a Claim Form to: SVG Class Action, Settlement Administrator, 1801 Market Street, Suite 660, Philadelphia, PA 19103; (3) Emailing the Settlement Administrator at info@SVGClassAction.com; or (4) Calling Toll-Free 1-855-732-6084. If you do not timely submit a valid Claim Form and do not exclude yourself from the Settlement, you will be bound by the Settlement but will not receive any benefits of the Settlement.

2. You Can Object to the Settlement. If you do not agree with the Settlement or any part of it, you may submit a written objection to the Court. The deadline for submitting an objection is **December 27, 2016**.

3. You Can “Opt Out” of the Settlement. If you don’t want to be legally bound by the Settlement, you must exclude yourself by **December 27, 2016**, or you won’t be able to sue, or continue to sue, SVG about the legal claims in this case. If you exclude yourself, you cannot get money from this Settlement. The detailed notice, available at www.SVGClassAction.com, explains how to exclude yourself or object. If you do nothing you will be bound by the Court’s

decisions. The Court will hold a hearing on **January 26, 2017** to consider whether to approve the Settlement, a request for Attorneys' Fees and Expenses up to \$1,500,000.00, and Incentive Awards for the Plaintiffs totaling \$10,000, from the Settlement Amount. You or your own lawyer may appear and speak at the hearing at your own expense.

FOR MORE INFORMATION: Call Toll-Free **1-855-732-6084** or visit **www.SVGClassAction.com**