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April 14, 2016

Dear Judge Sippel:

IN RE BLUE BUFFALO COMPANY, LTD. MARKETING AND SALES PRACTICES
LITIGATION, Case No.: 14-md-02562-RWS

I am a member of the class because I purchased two varieties of Blue Buffalo dog food for my three dogs. In choosing to purchase these products, I relied on the company's assurances regarding the purity and quality of the dog food. I have filed a claim online and my second claim number is 3085918781240 (I misplaced the first one).

My name address and phone number are as set forth above. Currently I am not represented by a lawyer.

I currently plan to attend the Fairness Hearing on May 19, 2016.

I object to both the inadequate settlement and the proposed attorney's fees.

When I recently learned about this class action, I went online to see what was going on. I was shocked to learn that Blue Buffalo, a billion dollar company that spends tens of millions of dollars each year advertising its products, was only paying back 32 million dollars of its ill-gotten gains to class members.

My understanding is that the class is suing because Blue Buffalo is responsible for a bait and switch through false advertising and unfair and deceptive trade practices that cost class members perhaps up to hundreds of millions of dollars. After all, they were spending tens of millions of dollars on advertising.

As you know, this all started when Purina sued Blue Buffalo after it had Blue Buffalo's products analyzed by an independent laboratory. The lab report showed that the products contained a poultry by-product and corn although Blue Buffalo expressly advertised that its products didn't have them. The evaluation done by the National Advertising Federation also found that Blue Buffalo advertised that its products didn't have poultry by-product and corn. These two reports can be found in case number 4:14-cv-00859-RWS, in the United States District Court for the Eastern District of Missouri, docket number 104-1 and 104-3, Exhibit A and Exhibit C. I would not have bought Blue Buffalo products had I known that they contained poultry by-products and corn.

All these cases that are a part of this settlement were filed after the case filed by Purina. So, why is this case being settled instead of going to trial, since the laboratory reports seem to make this an open and shut case?

Also, the class Notice doesn't say what the total amount of damages to the class is. Without that knowledge, neither I, nor any other class member, can determine what percentage of the class' total damages is reflected by 32 million dollars. Hopefully, we are settling for a fair and adequate percentage, but as things stand, it is impossible to tell. Please ask class counsel to provide that information at the Fairness Hearing.

The requested 25% attorney fees are, under the facts and circumstances of this case, are clearly excessive. The class should only pay 10 or 15 percent as attorney's fees, and the attorney's fees should be paid as a percentage of the net settlement after costs.

Thank you for your attention to these concerns.

Sincerely,



N. Albert Bacharach, Jr.
Attorney At Law