



U.S.
SPORTSMEN'S
ALLIANCE

January 27, 2010

Mr. Bill Deutsch, Chairman
W.J. Deutsch & Sons Ltd.
108 Corporate Park Drive
White Plains, NY 10604

Dear Mr. Deutsch:

On behalf of the U.S. Sportsmen's Alliance (USSA) and the 3.1 million we served in 46 states during 2009, we wish to draw your attention to a partnership between Yellow Tail Wine and the largest anti-animal use organization in the nation, the Humane Society of the United States (HSUS). Yellow Tail Wine, through its "Tails for Tails" program, is preparing to give a donation in the amount of \$100,000 to HSUS.

As the American distributor of the brand, we respectfully ask that you consider approaching Yellow Tail to alert them that its relationship with HSUS is not perceived as an appropriate relationship by the vast majority of American consumers.

Many of Yellow Tail's faithful consumers are sportsmen that engage in hunting, fishing and general wildlife conservation. However, as the nation's largest anti-animal use group, the HSUS considers the practice to be fundamentally at odds with its mission.

Ninety five percent of the HSUS' funding is spent on conducting campaigns to outlaw animal use, including traditional wildlife conservation practices such as hunting. This is accomplished through voter initiative, litigation and legislation at the state and federal level. For example, HSUS invested some \$1.6 million in a 2006 ballot campaign to ban dove hunting in Michigan. Throughout 2009, the group also took the lead in a nationwide effort to slowly eliminate hunting with dogs by raising the regulatory hurdles for legitimate sporting dog breeding.

The nation's wildlife management professionals consider hunters and anglers to be America's leading conservationists, paying the lion's share for wildlife programs. In fact, no one individual or group provides more

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funding for wildlife habitat and wetlands than sportsmen through hunting licenses, taxes on sporting arms and ammunition and through personal contributions. According to the Fish and Wildlife Agency Funding Survey conducted by the U.S. Sportsmen's Alliance Foundation, hunting brings in more than \$1.6 billion that is used to mount conservation programs to ensure abundant wildlife.

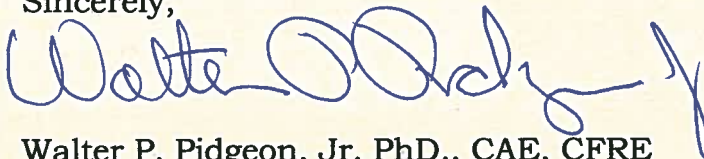
If the HSUS has its way, this would all end.

However, hunting is by no means the only focus of the HSUS' anti-animal use efforts. Recently, they have raised the costs of farming in numerous states, including California through the passage of Proposition 2 in 2008, by campaigning against many facets of animal agriculture and the use of animals for medical research. There is no small irony that if HSUS is successful in its long-term plans many consumers of Yellow Tail Wine will no longer need to bother searching for the correct food pairings.

The USSA respectfully asks that you alert Yellow Tail Wine that its relationship with HSUS is not only failing to help maintain wildlife; it is actually weakening our nation's conservation programs and attacking one of its largest economic sectors.

I would ask that you please contact us to verify that you have recommended to Yellow Tail's leadership that they sever their relationship with HSUS. If we do not hear from you, we will issue a release regarding this issue on February 2. We respectfully request your response by that date.

Sincerely,

A handwritten signature in blue ink that reads "Walter P. Pidgeon, Jr." with a stylized flourish at the end.

Walter P. Pidgeon, Jr. PhD., CAE, CFRE
President and Chief Executive Officer