



March 25, 2020

Dear PNW dog and cat owners,

Like every other business on earth, Mud Bay is responding to COVID-19. Here's what we're doing...

Keeping cats and dogs fed. For more than thirty years our primary vocation has been helping dog and cat owners feed healthy foods to their animals. The states of Washington and Oregon have recognized pet food stores as essential businesses because they supply a large percentage of the food that PNW cats and dogs eat. Animals will keep eating despite COVID-19, and we'll do our best to keep them fed.

Flattening the curve. Experts tell us that slowing the rate of transmission of coronavirus will save many lives. From requiring our customers and staff to use social distancing, to launching curbside pickup and home delivery services, to keeping sick Muddies at home not work, we're doing our part to slow the rate of transmission while keeping PNW dogs and cats from going hungry. Like this epidemic, our approach keeps evolving—please see our Facebook page and Mudbay.com for up-to-date news on our adaptations.

Social distancing in stores. Mud Bay has fully embraced social distancing and become a leader in adapting in-store retail to the challenge of Coronavirus. In front of our stores, we now have mandatory handwashing stations as well as greeters who limit the number of customers in the store and explain how we do *The Six-Foot Shuffle*. Inside, we're doing everything we can to keep everyone (customers and Muddies) six feet away from one another—even at the cash register.

Caring for Muddies. At the heart of Mud Bay are Muddies: 500+ passionate dog and cat experts who run one of the only employee-owned companies in the U.S. pet care industry. We're here for cats and dogs, we're here for their owners, and we're also here for each other. From paying staff an extra \$2 per hour for work in stores...to temporarily shortening hours...to paying Muddies half-time for up to three weeks in order to stay home and care for themselves or family members...to hiring seasonal temporary staff (we call them *Mud Bay Helpers*—please visit the Careers section of our website if you want to help out!), we're doing our best to care for Muddies, keep them employed and keep the company that Muddies own, operate and depend on strong enough to survive COVID-19.

Caring for our communities. No one yet knows the full impact that coronavirus will have on PNW communities, but we do know that none of our communities will ever be the same. We also know that the best way to get through this is by pulling together. We don't yet know all of what Mud Bay will be called upon to do, but we are committed to doing our part.

Thank you for everything you are doing to help your community, those you love, yourself and your animals survive the hard challenges of Coronavirus. Together, we will get through this.

With love—

Lars and Marisa Wulff (brother and sister)
Founders & Co-CEOs

PS A few days before Coronavirus' impact became clear, we lost Mud Bay's third founder, our mom, Elsa Wulff. We're glad mom escaped the impacts of COVID-19, but we really wish she could have been here to see how the company she helped found is rising to the challenge of feeding 500,000 cats and dogs while caring for Muddies and our communities in the midst of a pandemic.