

November 19, 2008

Wal Merriman, Chair
Australian Wool Innovation Ltd.
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Roger Fletcher, Deputy Chair
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Laurence Modiano, Board Member
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David Webster, Board Member
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George Falkiner, Board Member
Australian Wool Innovation Ltd.
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Dear Messrs. Merriman, Fletcher, Modiano, Webster, Falkiner, and Dr. Sheil:

I am writing on behalf of PETA and our more than 2 million members and supporters worldwide regarding AWI's new board of directors and reports that some of you might be in favor of doing away with the 2010 deadline for ending mulesing.

Can you please clarify your collective position on the 2010 deadline and the use of clips to perform the mulesing mutilation (in the short term and after 2010)?

As you know, we have had much success demonstrating to many major retailers that mulesing and clip mulesing are unacceptable methods of flystrike control. As a result, companies like H&M, Perry Ellis, Adidas, HUGO BOSS, Gap, and many more have decided to stop using or to move away from suppliers that use any form of mulesing. We will continue down this path until things change.

Accordingly, I urge you not to repeat AWI's past mistakes. To that end, I would like to note once again that PETA is willing to end its efforts urging retailers to boycott Australian wool if AWI will commit to the following three-point plan:

1. Immediately end the use of clip mulesing nationwide and replace it with *humane* flystrike-control methods that don't involve the removal of skin. Such methods include early crutching, frequent jetting, and simply being more attentive to individual sheep.
2. Ensure that after 2010, Australian farmers will not remove the skin from sheep's rumps—whether by standard or clip mulesing or any other procedure aimed at managing flystrike.
3. Agree to immediately undertake bare-breech breeding programs nationwide, with the goal that every wool-producing sheep in Australia will be bare-breech by the end of 2013.



PETA

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AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS

It is utterly outrageous that so many years after AWI agreed to end mulesing by 2010, the vast majority of Australian woolgrowers are still not even looking to switch to bare-breeched sheep—which is widely recognized to be the best solution—and that AWI has focused on promoting another cruel skin-removal mutilation rather than humane alternatives to mulesing.

We hope that this will change with your leadership, although from what we've read in reports—including that some of you might be opposed to the 2010 deadline altogether—that change seems unlikely.

I look forward to your clarification of these critical issues and to hearing your thoughts on our offer so that we can communicate this information to our members and supporters—including the dozens of major retailers anxiously awaiting an end to mulesing.

Sincerely,

A handwritten signature in black ink that reads "Matt Prescott". The signature is written in a cursive, slightly slanted style.

Matt Prescott, Director
Corporate Affairs