



IMPORTANT SAFETY RECALL

November 3, 2014

Dear Valued Customer:

Our records show that you may have purchased **Hoppe's Semi-Auto Gun Bore Cleaner (Item #SA904)** in a 5 oz bottle between 2010 and August 2014. Bushnell Holdings, Inc. is working with the U.S. Consumer Product Safety Commission to announce a voluntary product recall.

It has been determined that some bottles may have a child-resistant cap that can become loose. Chemicals in this product can cause skin irritation, internal injury or death if ingested. As a result, Hoppe's is replacing this product with a substitute.

PRODUCT AFFECTED—Hoppe's Semi Auto Bore Cleaner (Item #SA904) in a 5 oz bottle. This product is packaged in a 5 oz bottle with a blue and yellow label with a black cap. No other Hoppe's products are involved.



DISTRIBUTOR AND RETAIL ACTION—Retailers with this SKU in stock should remove it from the shelf immediately. The Hoppe's customer service team will be able to advise on next steps, including replacement and disposal instructions. Please call 1-800-796-4760 or contact your sales representative for more information. We will also be requesting a list of customers to whom you may have sold this product—we appreciate your assistance in this matter. **Please remember it is illegal to resell a recalled consumer product.**

CONSUMERS—Hoppe's will be recalling this product from consumers in the near future. The timing, messaging and execution of this announcement will be made public after coordination with the U.S. Consumer Product Safety Commission. **Please do not post this memo or its contents before receiving an update from Hoppe's—which will include in-store materials and more information for your customers. Thank you in advance for your assistance in this manner. We apologize for any inconvenience this may have caused.**

Sincerely,

Hoppe's Customer Service Team

Communication and Action Plan Hoppe's Semi Auto Bore Cleaner Recall

Background

Bushnell Holding Inc. has received a report of a child opening a bottle of Hoppe's 9 Semi Auto Bore Cleaner (Item # SA904P) and spilling the product on himself without injury. Subsequent investigation revealed instances of loose child resistant caps on retail shelves and in product inventory, as well as historically distributed product without child resistant caps.

Hazard

Exposure to the product can cause skin and eye irritation. Ingestion and aspiration can cause serious internal injury or death.

Post Sale Corrective Action

In conjunction with the Consumer Product Safety Commission (CPSC), we are conducting a voluntary recall of all Semi-Auto Bore Cleaner sold between January 2010 and the present. We will be communicating this message to customers and consumers through a wide range of outlets.

Affected Product—Two SKUs

Hoppe's Semi Auto Bore Cleaner (Item #SA904 and SA904P) in the 5 oz bottle, sold to Walmart, Gander Mountain and other customers through various methods of distribution. **Only the Semi-Auto formula is affected by this recall.** The product is packaged in a plastic bottle with a blue and yellow label and black cap.



Objective

Use broad communication methods to clearly communicate the recall and motivate consumer disposal of the product.

Core Recall Team

Steve Rodgers—Recall Manager
Tim Brandt—Communications
Jeff Ehrich—Legal
Steve Hanna—Customer Service
Jordan Vermillion—Marketing/PD
Jake Beem— WM Sales
Scott Robbie— Gander Mountain Sales
Timothy Phillips— Distributor Sales

Additional Recall Team Support

Brian Marques –Project Lead, Root Cause Analysis
Steve Hardwick – Sourcing
Reed Stoven – Consumer Notification - Digital
Aaron Oelger – Consumer Notification – Print Media
Darin Stephens—Brand Management
Pat Watson—Transportation and Technical

Retailer/Dealer Notification

Comm Medium	Responsible	Status	Timing
Walmart	Jake Beem	Communicated- working with WM recall mgr. Product is on hold and we are finalizing recycling logistics. CA and AK stores with inventory will dispose of and confirm destruction. All other stores with inventory will be shipped a recycling kit for return shipment to Tri Pak.	All 3K kits ship week of 10/20-10/25 Stores return-12/7
Gander Mountain	Scott Robbie	Communicated- sales hold is being implemented. Product will be placed in Haz Mat container located at each store. These containers are emptied once a year by a Haz Mat contractor.	Letter was sent 9/29
Distributors	Timothy Phillips	<p>Sales reps will contact our distributors on the known SA904 ship to list and inform them of the recall.</p> <p>-Determine their inventory, replace product and have them dispose of SA904 properly. Credit will be an alternative option for customers upset with the remedy.</p> <p>-Ask them to contact their dealers that have purchased SA904, or offer to do it ourselves. Inform them of the recall, obtain the dealers inventory data, order replacement (904G) and have the dealer dispose of the recalled product.</p> <p>-Determine the number of in-store posters each distributor needs to send to their dealers.</p>	Waiting for CPSC approval to send distribution/dealer letter.
Dealers	Steve Hanna	Letter will be sent to dispose of product and receive replacement product 904G. Follow up phone calls to all customers.*	Waiting for CPSC approval to send distribution/dealer letter.
Alliant Techsystems Internal Use Only/Attorney Client Privileged			

* Script:

We are working with the US Consumer Product Safety Commission to voluntarily recall **Hoppe's Semi-Auto Gun Bore Cleaner (Item #SA904)**. We have discovered that some bottles have a child resistant cap that can loosen posing a skin irritation and potentially serious ingestion hazard. No other Hoppe's gun cleaning products are affected by this recall. Shortly you will be receiving additional information. Requests:

1. Pull all product from shelves and dispose of in accordance with local hazardous material disposal regulations.
 - Escalate call to Steve Hanna for any customer that refuses to or cannot dispose of product. Steve can approve of limited exceptions for transportation (see below) due to hardships.
2. Call back with the quantity of SA904 in your inventory. We will provide replacement 904G.
 - Escalate call to Steve Hanna for any customer who is unsatisfied with the remedy. Steve can approve of credit issued in lieu of replacement product.
3. If possible, provide a list of all customers that have purchased SA904 from you. We will make contact with them.

Maintain a spreadsheet of all customers, contact information, contact person, dates and times of all attempted and successful contacts, number of units in inventory, whether they have customer sale/distribution data, whether we have received that data, and any notes that may be relevant.

Internal Frequently Asked Questions:

Hoppe's Safety Recall Notice – FAQ

Q: What product(s) are included in this recall?

A: Only Hoppe's Semi-Auto Gun Bore Cleaner (Item # SA904 and SA904P). No other Hoppe's product is affected by this recall.

Q: How can I tell if the Hoppe's product I have is SA904?

A: This product is packaged in a 5 ounce bottle with a blue and yellow label. The item number (i.e. "SA904") is printed on the label near the UPC bar code.

Q: My bottle of Hoppe's Semi Auto Bore Cleaner is packaged in a glass bottle with white and red label and metal cap?

A: Prior to 2009, this product was packaged in a glass bottle with white and red label and metal cap. Please contact Hoppe's at www.hoppes.com/recall to fill out your claim and receive a replacement.

Q: Why is this product being recalled?

A: The current packaging configuration has a child resistant cap that can become loose posing a skin irritation and ingestion hazard.

Q: Is this product dangerous?

A: Chemicals in this product can cause skin irritation or serious internal injury or death if ingested and aspirated.

Q: What about other Hoppe's products?

A: No other Hoppe's product is affected by this recall.

Q: What should I do with my current bottle of Hoppe's SA904?

A: You should immediately discontinue use of the product, ensure that the cap is secured on the bottle, keep out of the reach and sight of children and dispose of it in accordance with your local regulations on hazardous waste disposal. Please visit <http://www.epa.gov/osw/wyl/stateprograms.htm> for additional information from the EPA.

Q: Can I send you my bottle of SA904?

A: No. Federal law prohibits you from shipping this product.

Q: How is Hoppe's going to reimburse me?

A: We will provide a comparable replacement product free of charge – Hoppe's No. 9 Synthetic Blend (904G).

Q: How do I file a claim for a replacement product?

A: You can file a claim by visiting www.hoppes.com/recall.

Q: I don't have Internet access [or refuse to fill out the online form]. How do I file a claim?

A: Please call 1-800-796-4760 and a customer service representative will give you further instructions. [Read each section of the form as you fill it out.]

Q: What methods of communication are available for customers/consumers to contact Hoppes?

A: We have established three methods of communication-

- 1-800-796-4760 will be listed on all outbound communications to contact our customer service representatives for submitting a claim.
- A recall landing page will be created and accessible with a link on www.hoppes.com, direct at www.hoppes.com/recall, or from scanning the QR code on the retail poster placed at retail locations. This landing page will have comprehensive information on how to submit a claim.