

[letterhead]

30 Community Drive – South Burlington – VT 05403 – tel 802 846 1500 – www.benjerry.com

April 8, 2013

Mr. Mark Hage  
Vermonters for a Just Peace in Palestine/Israel  
26 Liberty Street  
Montpelier, VT 05602

Dear Mark,

Thanks for your most recent letter. We recognize that there were scheduling issues that kept us from meeting in November and December last year, therefore we wanted to touch base around potentially connecting.

We also wanted to try to call out the elephant in the room, namely the fact that we face a fundamental challenge. While Vermonters for a Just Peace in Palestine/Israel (VTJP) and Ben & Jerry's have common ground in that we both aspire for peace in the Middle East, we are at fundamental odds over the most effective way that B&J can contribute. It makes for a challenging meeting when both groups start at such opposite ends of the spectrum. While we recognize that fact, we also feel that peace in the Middle East requires extraordinary efforts by all parties.

We felt before we met, it would be worth communicating a few of our basic disagreements with the way you've presented our situation.

Ben & Jerry's was honest and transparent with VTJP in our face-to-face meeting about our Licensee's business in Israel. In no way does Ben & Jerry's "profit" from anything in the contested territories. VTJP made a clear choice against constructive dialogue in launching its campaign against Ben & Jerry's with the false claim "*Ben & Jerry's is Profiting from Israel's Illegal Settlements and Occupation of Palestine.*" We felt disappointed that VTJP was made aware of this fact and still decided to publish this headline to make PR gains for its campaign. We also shared with you that our Licensee works within the uncontested territories and that independent businesses distribute products outside of our Licensee's control, which serve both Palestinians and Israelis.

True to what we told VTJP, Ben & Jerry's Board of Directors and senior management team discussed Ben & Jerry's business in Israel and agreed to internal actions following that meeting. We've been conducting our own review of our Licensee's business in Israel. We also decided to create a fund to support the peace process in the Middle East through programs that promote peace through understanding. In effect we will invest 100% of our future royalty income in this program.

Ben & Jerry's Board Chair is personally involved in the peace process in the Middle East and visited our Licensee in Israel during a trip to the Middle East to gain better insights into the conflict there. From our BOD Chair's specific time in Israel and our ongoing communication with our Licensee, we believe that our Licensee in Israel operates his business in alignment with Ben & Jerry's Mission and Values.

We strongly feel that the presence of socially responsible businesses, that actively promote the peace process and provide employment and opportunity, are critical for achieving peace.

Our Board Chair, Jeff Furman, has asked to attend any potential meeting. He will be in Vermont on Thursday April 30th and would be available to meet in the afternoon in Burlington. Please let me know if you are able to attend.

Respectfully,

[signed]

Jostein Solheim,  
CEO  
Ben & Jerry's