

CUSTOMER NOTIFICATION

RE: NPIC - Essential Business/Services

March 24, 2020

Dear Valued Customers and Partners,

First and foremost, we hope this message finds you, your team and loved ones safe and healthy during this challenging time. As many of you are aware, several local and state governments have issued 'Shelter in Place' orders or similar initiatives to mitigate the further spread of COVID-19. However, per the federal Department of Homeland Security's Cybersecurity Infrastructure Security Agency (CISA)¹, animal and pet food manufacturing has been deemed essential business. Therefore, NPIC will maintain its essential business operations with adjustments for COVID-19 risk management.

Several state and local governments are granting pet specialty retailers "essential business" status as well, and while we are all adapting to limitations and changes in logistics, transportation, supply chain, purchasing, processes to prioritize stocking, etc., we are proud to support our customers by supplying products which are essential for pet families.

In order to prioritize our team members' health and safety (in compliance with guidelines defined by the CDC, OSHA, and WHO), as well as meet our customers' needs – please make every effort to notify us of your expected product demand and submit your purchase orders as soon as possible to ensure continuous supply. If we are aware of your forecasted needs, our team can better serve your customers and provide pet owners with the supplies they need to care for their animal companions.

Communication will be key and our team is committed to work with you through whatever challenges may come and serve our partners doing essential business during this period of disruption. You can count on us to support your business today and for years to come!

Regards,

The NPIC Management Team

¹ Department of Homeland Security's Cybersecurity Infrastructure Security Agency (CISA) - [MEMORANDUM ON IDENTIFICATION OF ESSENTIAL CRITICAL INFRASTRUCTURE WORKERS DURING COVID-19 RESPONSE](#)