



November 20, 2024

[REDACTED]

Dear [REDACTED],

RE: OAT BEVERAGE AD CLAIM TESTING VS. SILK CONSUMER TEST – Project# [REDACTED]

To achieve the required superiority claim over Silk Original Oat Beverage, Earth's Own required Canadians to choose Earth's Own Original Oat Beverage **168** times out of 300 for "best tasting" oat beverage in a blind, sequential monadic taste test of oat beverages.

The results are: **196** Canadian oat beverage consumers chose Earth's Own Original Oat Beverage, and 104 Canadian oat beverage consumers chose Silk Original Oat Beverage.

Based on these results, Earth's Own Foods Inc. **CAN** make the legal claim that Earth's Own Original Oat Beverage is "The best tasting oat beverage" compared to Silk Original Oat Beverage among Canadians.

Sincerely,

Matrix Sciences Inc.
InfoCTI@matrixsciences.com
905-456-0783