



January 13, 2010

To: All State, Territory and Tribal WIC<sup>®</sup> Programs

On November 19<sup>th</sup>, we notified you of some upcoming changes regarding Enfamil<sup>®</sup> Premium<sup>™</sup> infant formula. Below are some updates to the information that we provided.

- The following label changes **have been delayed:**
  - The addition of “Infant”
  - The number “1”
  - The “New Look Coming Soon” sticker
- The word “LIPIL<sup>®</sup>” will continue to be on the Enfamil PREMIUM can label.

The following attributes of Enfamil PREMIUM **will remain unchanged** from the current label, as previously notified:

- Primary label colors
- Can sizes and fill weights
- Reconstituted ounces
- UPC codes

Also, as previously stated in the November 19<sup>th</sup> letter, a duck character will replace the Peter Rabbit<sup>™</sup> bunny on the front label panel.

The product with the new labels will begin shipping in April. Depending on retailer inventory levels, it should start appearing on retail store shelves sometime in early to mid May. We are currently working on a reference sheet to provide you a visual image of how the new labels will look. As soon as it is final, we will send additional correspondence to you.

We apologize for any inconvenience these changes may have caused. If you have any questions, please contact your Mead Johnson contract administrator – Cheryl Cook at (812) 429-5789, Kathy Decker at (812) 429-8758 or Chris Shouse at (812) 429-8613.

Best regards,

A handwritten signature in black ink that reads "J. Michael Milligan".

J. Michael Milligan  
Director, WIC Business Team