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Via Electronic Transmission

September 26, 2014

**NOTICE OF VIOLATION OF
CALIFORNIA HEALTH & SAFETY CODE §25249.5, ET SEQ.**

Kamala D. Harris, Attorney General
State of California
c/o Prop. 65 Coordinator
PO Box 970550
Oakland, CA 94612

Dear Prop. 65 Coordinator:

Altshuler Berzon LLP (“Firm”) represents As You Sow, a 501(c)(3) non-profit corporation dedicated to, among other causes, the protection of the environment, toxics reduction, the promotion of and improvement of human health, the improvement of worker and consumer rights, environmental education, and corporate accountability. As You Sow is based in Oakland, California and was incorporated in 1992 under the laws of the State of California.

As You Sow has documented violations of California’s Safe Drinking Water and Toxic Enforcement Act of 1986 (“Proposition 65”), Cal. Health & Safety Code §25249.5 *et seq.*, by the entities listed below. This letter constitutes notice by As You Sow and the Firm to the public enforcement agencies of these violations. Specifically, the identified entities have violated and are violating Section 25249.6, which provides that “[n]o person in the course of doing business shall knowingly and intentionally expose any individual to a chemical known to the state to cause cancer or reproductive toxicity without first providing a clear and reasonable warning to such individual”

Pursuant to Section 25249.7(d) of the statute, this Firm intends to bring an enforcement action on behalf of As You Sow sixty (60) days after effective service of this notice unless the public enforcement agencies have commenced and diligently are prosecuting an action to rectify the violations discussed in this letter.

As You Sow and this Firm are providing notice to the alleged violators listed below this same day, and copies of those notices are enclosed.

Alleged Violators: General Mills, Inc.; General Mills Cereals Properties, LLC; General Mills Cereals, LLC; and General Mills Sales, Inc.

Listed Chemicals: These violations involve exposures to lead from the product listed below. The State of California listed lead as a chemical known to the State to cause cancer on October 1, 1992, and listed it as a chemical known to the State to cause reproductive toxicity on February 27, 1987.

Consumer Product: The product that is the subject of this notice is Total Whole Grain Cereal, which is produced, sold, and/or distributed by General Mills, Inc., General Mills Cereals, LLC, General Mills Cereals Properties, LLC and General Mills Sales, Inc.

Violations: The alleged violators knowingly and intentionally have exposed and continue knowingly and intentionally to expose consumers within the State of California to lead. In particular, Total Whole Grain Cereal does not provide clear and reasonable warning of the carcinogenic and reproductive hazards associated with the lead contained in the product.

Route of Exposure: Use of the product identified in this notice results in human exposures to lead. The primary route of exposure is ingestion.

Duration of Violations: Each of these ongoing violations has occurred on every day since at least September 25, 2013; as well as every day since the product was introduced in the California marketplace and following the one-year anniversary dates of the listings at issue; and will continue every day until clear and reasonable warnings are provided to product purchasers and users or until these known toxic chemicals are removed from the product.

Pursuant to Title 11, C.C.R. §3100, a certificate of merit is attached hereto.

In keeping with its public interest mission and to rectify expeditiously these ongoing violations of California law, As You Sow is interested in seeking a constructive resolution of this matter without engaging in costly and protracted litigation. You may communicate directly with As You Sow by contacting Danielle Fugere, President and Chief Counsel, at: 1611 Telegraph Avenue, Suite 1450, Oakland, CA 94612, telephone: 510-735-8141. If you wish to contact me, my contact information is below:

Barbara J. Chisholm
Altshuler Berzon LLP
177 Post Street, Suite 300
San Francisco, CA 94108

Prop. 65 Coordinator
September 26, 2014
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Telephone: 415-421-7151
Facsimile: 415-362-8064
E-mail: bchisholm@altber.com

Sincerely,

A handwritten signature in black ink, appearing to read 'B. J. Chisholm', written in a cursive style.

Barbara J. Chisholm

Enclosures

cc: Attorney General (with additional confidential factual information supporting Certificate of Merit) (via electronic filing)

District Attorneys for California's 58 Counties (see list attached to Certificate of Service)

City Attorneys for the Cities of Los Angeles, San Diego, San Francisco, and San Jose (see list attached to Certificate of Service)

CERTIFICATE OF MERIT
Health and Safety Code Section 25249.7(d)

I, Barbara J. Chisholm, hereby declare:

(1) This Certificate of Merit accompanies the attached sixty-day notice(s) in which it is alleged the parties identified in the notices have violated Health and Safety Code section 25249.6 by failing to provide clear and reasonable warnings.

(2) I am the attorney for the noticing party, As You Sow.

(3) I have consulted with one or more persons with relevant and appropriate experience or expertise who has reviewed facts, studies, or other data regarding the alleged exposure to the listed chemicals that are the subject of the action.

(4) Based on the information obtained through those consultations, and on all other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that "reasonable and meritorious case for the private action" means that the information provides a credible basis that all elements of the plaintiffs' case can be established and the information did not prove that the alleged violator will be able to establish any of the affirmative defenses set forth in the statute.

(5) The copy of this Certificate of Merit served on the Attorney General attaches to it factual information sufficient to establish the basis for this certificate, including the information identified in Health and Safety Code section 25249.7(h)(2), i.e., (1) the identity of the persons consulted with and relied on by the certifier, and (2) the facts, studies, or other data reviewed by those persons.

Dated: September 26, 2014



Barbara J. Chisholm
Attorney for As You Sow

CERTIFICATE OF SERVICE

I am employed in the City and County of San Francisco, California. I am over the age of eighteen years and not a party to the within action; my business address is 177 Post Street, San Francisco, California 94108.

On September 26, 2014, I served the following document(s):

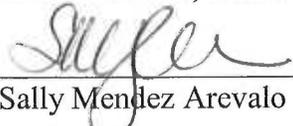
Notice of Violation of California Health & Safety Code §25249.5, *et seq.*, including attachment “Proposition 65: A Summary”; and Certificate of Merit.

on the entity listed below by e-mail or electronic transmission. Based on a court order or an agreement of the parties to accept service via electronic transmission through the Attorney General’s electronic submission portal.

ADDRESSEES

Kamala D. Harris
c/o Prop 65 Coordinator
Post Office Box 70550
Oakland, California 94612-0550
Phone: (510) 873-6321
Fax: (510) 622-2270

I declare under penalty of perjury under laws of the State of California that the foregoing is true and correct. Executed September 26, 2014, at San Francisco, California.



Sally Mendez Arevalo