

CuChullaine O'Reilly F.R.G.S.
P.O. Box 1532
Glasgow, Kentucky
USA 42141
longriders@thelongridersguild.com

7th November, 2005

James P. Palmquist
Office of General Counsel
3M Corporation
3M Center
P.O. Box 33428
St. Paul, Minnesota
55133-3428

Subject: Unauthorized use of 3M Product #1500

Dear Mr. Palmquist,

Let me begin by expressing my personal appreciation for the letter, dated 26th October, which you forwarded to The Long Riders' Guild in response to our ongoing investigation of 3M Product #1500. While many people would take exception to the fact that it took your company six months to either acknowledge or reply to our detailed reports, I believe your correspondence demonstrated a tone of corporate concern which, considering the grave implications of this equestrian issue, is to be commended.

Moreover, I apologize in advance if, by sending our original letters to Senior Vice President Richard Ziegler, The Long Riders' Guild inadvertently caused a delay in 3M's response. Now that you and I are in direct contact, perhaps we can expedite our correspondence and hopefully resolve what is an ongoing concern for both your company and the world's horse owners.

Allow me to address some of the interesting points raised in your letter to The Guild.

You wrote to say that you questioned whether or not Long Rider Keith Clark had observed a 3M product being misused in front of a supermarket door in Chile. You said it would be "highly unlikely" that this product would be used in such a setting.

I hope you will share my amusement when I remind you that as an published expert on equestrian exploration I in turn find it "highly unlikely" that someone would advocate using a 3M product, which you truthfully describe as being "designed, marketed and sold as a light weight vinyl matting material for use in places such as locker rooms," on the back of an expensive horse.

You went on to say that 3M acknowledges that they know Product #1500 is being used in an unauthorized procedure as a paint roller. With these facts serving as a background, let us agree that while Long Rider Keith Clark did not carry off the door mat he observed in Chile for chemical analysis, there is abundant global evidence available which would lead any neutral observer to conclude that this keen-eyed equestrian explorer may have observed another unauthorized use of your company's product.

Chilean grocery store practices aside, Product #1500 is obviously being marketed in unauthorized capacities, as your letter indicates and the paint roller and so-called saddle pad prove.

Next, let me respond to your statement that, "there are many, many individuals using the Dixie Midnight No-Sweat Vent Pad who believe very strongly in the value of this product." You went on to cite evidence which indicates the time and trouble you have spent researching the wide-spread use of the Dixie Midnight product.

While I fully appreciate your well-meaning research, it is my duty to remind you that The Long Riders' Guild did not contact 3M to discuss how many horses have NOT been injured. We contacted your company to alert you to the fact that your company's wet-area matting was being marketed in an unauthorized manner to an unsuspecting equestrian community.

Do not attempt to play "testimony poker" with me, Mr. Palmquist.

For every "satisfied customer" you find, I can raise you by statements such as this.

".....on a long hard ride it [the Dixie Midnight pad] scalded all the hair off my mare's back at the loins."

That statement, written by a young American horse owner named "Karen," and discovered by The Long Riders' Guild after we sent our initial letter to Mr. Ziegler, indicates the proverbial tip of the outrage iceberg in terms of a potential multitude of unsuspecting horse owners who put a sauna floor mat on the backs of their horses. Seeing as you acknowledged in your letter that 3M has been selling Product #1500 to Dixie Midnight "for approximately ten years," the mind staggers to think how many thousands of injured horses we could be discussing.

The primary issue here is whether or not horse owners are unknowingly buying a commercial floor mat and then placing it on the highly sensitive backs of their horses !

There is an added dimension to this situation, one which came to light when I spoke to John Reller, the customer service representative for the Commercial Care division of 3M.

Mr. Reller was extremely polite and made every attempt to be helpful, when I called on October 11th to discuss the unanswered concerns of The Long Riders' Guild.

When he learned that I was calling in regards to equestrian related issues attached to 3M Product #1500 John admitted, "I know it's being used for that [saddle pad] purpose but we don't market it for that." He went on to assure me that 3M had "never tested it on horses ourselves."

Like you, John volunteered the information that 3M had been selling the product to Dixie Midnight for approximately ten years, during which time he, John, had often personally taken the phone orders from the owner of the Dixie Midnight company.

What John also said was that he and others at 3M were aware that Product #1500 had "scarred some horses."

At this point let me say that John quickly attempted to display his loyalty to your fine company by volunteering in 3M's defense that these injuries might have been caused by similar products being designed and sold by your competitors. But let's not waste any time pretending that a Taiwanese knock-off product is injuring North American horses, Mr. Palmquist.

You yourself were quick to point out in your letter that "we were unable to determine, via the sample you sent, if it originated as a 3M product."

I'm not sure how 3M is run, Mr. Palmquist, but let me assure you that if The Long Riders' Guild was sent an equestrian sample, and had unlimited access to this item for nearly six calendar months, then we would have been able to ascertain whether it was our product or not.

Furthermore, based upon the fact that The Long Riders' Guild has the sworn testimony of Colonel Gene Glasscock, America's foremost equestrian explorer, that the owner of the Dixie Midnight company personally supplied him with the sample The Guild then sent via registered mail to 3M Senior Vice President Richard Ziegler, and added to these indisputable facts the statements made by both you and John Reller that 3M has knowingly been selling Product #1500 to Dixie Midnight for "approximately ten years," I believe we can reasonably assume that the product which caused injury to Colonel Glasscock originated at your company.

You concluded your informative letter to The Guild by acknowledging that there may be some "narrow issues" raised by our concerns. You went on to suggest that The Long Riders' Guild should address any future queries to the owner of the Dixie Midnight company.

We do not believe that will be necessary as a professional journalist, with a background in both equestrian issues and fraud, will be asking the owner of the Dixie Midnight company a great many questions in the immediate future.

Allow me, Mr. Palmquist, to now draw your attention to the four enclosures I have sent for your perusal.

These pages represent a frightening problem for 3M – the very real concern that your Product #1500 is now being actively marketed to many more equestrian clients than even Dixie Midnight originally appealed to.

The "National Bridle Shop" and "Country Supply" are two of North America's largest mail-order equestrian supplies. "Western Horseman" magazine is the most respected equestrian magazine ever published in the history of the United States. All three of these companies are now involved in promoting a 3M product to their unsuspecting clients, a product which you described as "not intended to be used as a saddle pad."

To add to 3M's concerns, please find enclosed an advertisement, sent to The Long Riders' Guild from Guild Members in Australia, which indicates that the 3M Product #1500 is now being falsely marketed on an international level as well.

Whereas I appreciate your statement that you have attempted to "clarify" 3M's position, let me now suggest that in The Guild's letter of June 18th, we asked 3M to "inform The Long Riders' Guild of plans by 3M to attempt to stop your corporation's product from being mislabeled and sold under false pretences to the equestrian public."

While I would, once again, like to express my appreciation for your efforts to date, let me say that your well-meaning letter has not alerted the global equestrian community to the serious and continuing injuries related to the misuse of your corporation's product. This problem is spreading, Mr. Palmquist, and I am writing to suggest that the time has arrived wherein 3M needs to issue an immediate public safety warning to horse-owners world wide.

The ultimate corporate responsibility of 3M is not an issue with which The Long Riders' Guild is concerned. And based on the kindness and concern expressed by both you and John Reller, it would seem that there are a great many 3M employees who are genuinely concerned at the alarming discoveries uncovered by The Guild's investigation.

I am, therefore, urging 3M to immediately issue a statement to the attached list of equestrian editors. While The Guild will not ask 3M to admit to any willing wrong-doing, the safety of tens of thousands of horses clearly indicates the need for your corporation to inform these well-placed editors that a 3M product is being mistakenly used as a saddle pad.

Additionally, The Guild would ask that 3M contact the equestrian companies who are selling Product #1500 and reassert what you told The Long Riders' Guild, namely that, "We do not produce nor sell any products with representations that they are intended to be used as saddle pads."

We believe that by voluntarily informing the equestrian public in this way, 3M will demonstrate, and reinforce, your corporate belief that any harm done to horses is not due to any negligence on the part of your corporation but is the result instead of decisions made by individuals who misappropriated your product and then intentionally mis-marketed and sold it to an unsuspecting public.

In conclusion, as I stated earlier in this letter, now that you and I are in direct contact I hope that we can move very quickly to resolve this problem. I appreciated the honesty and courage it took for you to tell us that "I do not ride on a regular basis." Frankly, I spend more time resolving issues like these than I do in the saddle.

Yet regardless of how much saddle-time either of us has, we both know that what is at heart here is the welfare of kind, but mute, animals who cannot complain to their well-intentioned owners when a door mat rubs them raw and causes grave injuries. The 3M corporation rightly enjoys a long reputation based on important scientific discoveries that benefited millions of people. I hope that this priceless asset of public trust will be weighed and that you and 3M will then alert the world's horse owners to a situation you did not encourage to occur.

I look forward to hearing from you in the very near future.

Best wishes,

CuChullaine O'Reilly F.R.G.S.

GREAT BRITAIN

Horse and Hound

Editor: Lucy Higginson

lucy_higginson@ipcmedia.com

Tel: +44 (0)207 261 6315

fax: +44 (0)207 261 5429

Horse Magazine

Editor: Amanda Williams

amanda_williams@ipcmedia.com

Tel: +44 (0)207 261 5867

UNITED STATES

Western Horseman

Publisher: Randy Witte

3850 N. Nevada Ave.

Colorado Springs, CO 80907-5339

Tel: 719-633-5524

Fax : 719-473-0997

Randy.witte@westernhorseman.com

Equus

Editor: Laurie Prinz,

Tel: 301.977.3900

Equuslts@aol.com

Horse City

Editor: Charmain Vaughn

HorseCity.com

725 Broad Street, Augusta GA 30901

706-823-3589 - Toll Free: 877-505-4344 FAX: 706-828-4339

charmain.vaughn@morris.com

AUSTRALIA

Hoofbeats Magazine

Editor: Sandy Hannan

90 Leslie Rd Wandi 6167

Tel: 08 93970506

Fax: 08 93970200

hoofbeat@iinet.net.au