

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

Adverse Publicity

This Endorsement modifies insurance provided under the following:

PRODUCT RECALL INSURANCE FOR CONSUMABLE PRODUCTS

1. It is understood and agreed that the definition of *Insured Event* under Section 2 is amended to include *Adverse Publicity*.
2. It is further understood and agreed that Section 2., Definitions, is amended by the addition of the following definition:

Adverse Publicity means the reporting of an actual or alleged *Accidental Contamination* during the *Policy Period* in local, regional or national media (including but not limited to radio, television, newspapers, magazines or the internet) or any governmental publication where the *Insured(s)* and the *Insured Product(s)* is specifically named.

3. It is further understood and agreed that Section 3, Exclusions, is amended by the addition of the following exclusion:

Any *Adverse Publicity* generated by any of the *Insured(s)* directors, officers or trustees.

Nothing herein contained shall be held to vary, alter, waive or change any of the terms, limits or conditions of this policy except as set forth above.

All other terms, conditions and exclusions remain unchanged.