

September, 2011



Product Discontinuation – Improvement – Relaunch

3M™ E-A-Rbuds™ Noise Isolating Headphones

The purpose of this letter is to notify you of the discontinuation of the 3M™ E-A-Rbuds™ Noise Isolating Headphones for use with MP3 players. This product is currently undergoing improvements and will be relaunched in early October.

Effective as of July 1, 2011 the following product has been discontinued:

SKU (3M ID)	UPC Bill Unit	Prod Nbr	Abbrev Descr	Case Qty	UOF
70071529682	10078371612730	EARbud2600	E-A-R-Buds	10	EA

We are currently designing improvements into the product and will relaunch the product with newly produced inventory by early October, 2011. The redesigned product with improved durability will have the same look and packaging as the discontinued product. We will fill existing backorders and new orders from this inventory in early October.

Our next improvement phase for the E-A-RBuds headphones will give the product a new color scheme and packaging. We anticipate releasing this version in the first quarter 2012.

We apologize for the shipment delays on the E-A-RBuds headphones. We are working quickly to get an improved product on the market to meet your needs.

If you have any questions or for more information about orders or availability, please contact 3M OH&ESD Customer Service at 1-800-328-1667. Thank you for understanding and we appreciate your ongoing support through this process.

Regards,

John Kehoe
Sales Operations Manager
3M Occupational Health & Environmental Safety Division