



It has come to our attention that Traeger LLC filed a lawsuit with various claims, including alleging Dansons copied the Traeger brand by hiring Joe and Brian Traeger.

Dansons is a family-owned-and-operated business and we take our integrity, and that of our team, very seriously. Our mission is to provide our global customers with world class, competitive, innovative products while delivering superior results to all stakeholders and never compromising our integrity. Honoring God who has provided these opportunities, and reinvesting in those in need.

We deny all claims made by Traeger LLC, as they are false and unfounded. We will vigorously defend Dansons to protect our character and reputation. Joe and Brian Traeger were hired in 2018 based on their personal talent, passion and experience in the grilling industry. They brought fresh ideas and concepts that we were happy to engage and they have become a valued part of the Dansons family. With the addition of Joe Traeger to the Product Development Team, we are also excited to launch The Founders Series, featuring a new and innovative value proposition.

Dansons is the fastest growing pellet grill company in the BBQ industry and we prides ourselves on providing high quality products, developed with authenticity. Dansons' Pit Boss and Louisiana Grills brands represent the best value proposition in the industry, resonating with many retailers and consumers. With exclusive product offerings being developed for our valued retailers, we continue to see strong growth. We also have several newly developed technologies that are scheduled to be released over the coming months. We remain focused on continuing to expand the grilling industry with new, creative products in all categories.

Dansons has successfully launched into the gourmet BBQ spice category and high-end specialty BBQ accessories. Furthermore, we have expanded our gourmet BBQ pellet fuel offerings over the past few years and have some new and exciting BBQ blends being released in 2020.

We feel God has blessed us with this business and a wonderful team. We are committed to operating with honesty and integrity. We want to thank our retail partners for their continued support, and look forward to continuing to develop the industry together.

If anyone would like to discuss these concerns with us directly, you are more than welcome to do so. My personal email is jeff.thiessen@dansons.com.

Sincerely,
Jeff

Jeff Thiessen
Dansons | President

