

January 11, 2008

Via First Class Mail and Email to MattPrescott@peta.org

Matt Prescott
Head of Corporate Affairs
People for the Ethical Treatment of Animals (PETA)
501 Front St.
Norfolk, VA 23510

RE: A.C. Moore Arts & Crafts, Inc. "No Fur" Policy

Dear Matt:

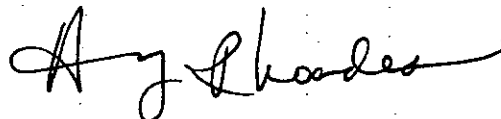
On behalf of A.C. Moore Arts & Crafts, Inc. ("A.C. Moore"), thank you for bringing to our attention the fact that rabbit pelts were being sold via our ecommerce site.

I am pleased to report to you that we have discontinued the sale of this item from our ecommerce site. We have also removed this item from our in-store assortment.

Our merchandising staff has been instructed that the purchase of rabbit pelts in the future is prohibited. In addition, A.C. Moore has instituted a "no fur" policy for purchases from vendors and pledges to not knowingly sell real animal fur to our customers.

Please feel free to contact me directly at 856.768.4936 if you have any questions or would like to discuss this matter further.

Very truly yours,



Amy Rhoades

CC: Rick A. Lepley, Chief Executive Officer