



May 16, 2008

Dear ADA Customer,

As some of you know, the recent release of The Doors Vinyl Box Set has been problematic, and so an apology and an explanation from Rhino is in order.

While the sound on the LPs has been extremely well received, there have been some unfortunate problems with the packaging that we are working to resolve.

The release of this Box Set has not met the high standards of either Rhino or The Doors, and we are taking steps to rectify this. Rhino sincerely apologizes for any inconvenience and/or disappointment caused by these problems.

As a result, Rhino has decided to recall all unsold stock from retailers and wholesalers, and re-supply with stock that is perfect.

For retailers wishing to return unopened and defective products, you may submit requests for returns either to your ADA Sales Representative, or the ADA Customer Service Department in Aurora, Illinois (800-323-2294). Please note the RA request is specifically for the **Doors Vinyl** recall.

Additionally, for consumers who have already purchased the Box Set, please contact dr.rhino@rhino.com with requests for replacement for damaged LPs, jackets or boxes and they will be supplied as soon as possible without charge for replacement or shipping.

We ask for your patience as we manufacture more jackets, but we assure you that everyone will be taken care of.

Additionally, Rhino is making a limited edition 7-inch vinyl "Light My Fire" single (mono/stereo), which we will supply as a free gift to all purchasers of the Doors Box Set who contact Dr. Rhino or www.thedoors.com.

Sincerely,

Keith Wood
Vice President, Finance
Alternative Distribution Alliance