

Carlos A. Smith
President & CEO
Bodega Latina Corp. dba El Super
14601b Lakewood Ave.
Paramount, California 90272

Dear Mr. Smith:

I write to you to pledge my support for the El Super Boycott.

I am very upset to learn that unionized El Super workers continue to work without a fair, new contract – more than a year after their previous agreement with El Super expired. Your company's lack of respect for the hard working people who are primarily responsible for El Super's success is unconscionable.

It has come to my attention that despite the workers' overwhelming vote in favor of recertifying the UFCW at the seven unionized El Super stores, your company has not agreed to return to the bargaining table. Turning your back on the workers when the Union and its members are willing to work with you to reach a fair contract is a bad business decision you need to rethink.

I am particularly outraged that on January 8th of this year El Super fired Fermin Rodriguez. As you know, Mr. Rodriguez was active with his union and a member of the El Super worker negotiating committee. He often gave voice to the workers concerns when speaking to the press or the community. Terminating Mr. Rodriguez for his actions in this regard could only have been intended to silence him and his fellow workers. Again, we urge you to rethink this decision and return Mr. Rodriguez to his position immediately.

I will monitor the El Super boycott and labor dispute closely. I pledge to communicate with my friends and family members and urge them to honor the El Super boycott. We will look forward to patronizing El Super markets after your company's workers receive the dignity and fair treatment they deserve.

Very Truly Yours,