

IMPORTANT NOTICE -- PLEASE READ

July 30, 2010

To: Veterinary Clinics that have purchased Iams Veterinary Formula Dry Dog and Cat or select Eukanuba products

Re: Expansion of Voluntary Recall due to a Possible Health Risk

The Procter & Gamble Company (P&G) issued a voluntary recall on July 25, 2010 of two specific lots of its therapeutic renal dry cat food in North America due to a possible salmonella health risk. As a further precaution, P&G is voluntarily expanding its recall to include additional veterinary formulas and some specialized Eukanuba dry pet food. The affected products are sold in veterinary clinics and specialty pet retailers throughout the United States and Canada.

P&G Pet Care wanted to make sure veterinarians were aware of the situation as soon as possible to help you address any client concerns. The health and welfare of pets and their owners is our top priority.

These products are made in a single, specialized facility. In cooperation with FDA, P&G determined that some products made at this facility have the potential for salmonella contamination. No salmonella-related illnesses have been confirmed. As a precautionary measure, P&G is suspending operations at this facility and recalling all dry pet food products manufactured at this plant, which include:

<u>Product Name</u>	<u>Version</u>	<u>"Best-By" Dates</u>	<u>UPC</u>
Iams Veterinary Dry Formulas	All dry sizes and varieties	01Jul10 – 01Dec11	All UPC
Eukanuba Naturally Wild	All dry sizes and varieties	01Jul10 – 01Dec11	All UPC
Eukanuba Pure	All dry sizes and varieties	01Jul10 – 01Dec11	All UPC
Eukanuba Custom Care Sensitive Skin	All dry sizes	01Jul10 – 01Dec11	All UPC

No canned food, biscuits/treats or supplements including ProctoraMax are affected by this announcement.

What to do if you have this product in your clinic/hospital:

Please hold the product until you receive more information from your Distributor or Iams Veterinary Account Manager, which will be coming shortly. If you have this product on display for your consumers, please remove it and hold it in a storage area.

We will resume production of Iams Veterinary Formula products in the near future. You should expect out of stocks for an undetermined period of time and you may need to consider alternate therapeutic choices for your patients. We will communicate plans to resume production as they are developed.

Consumers who have purchased these dry pet foods should discard it. People handling dry pet food can become infected with Salmonella, especially if they have not thoroughly washed their hands after having contact with surfaces exposed to this product. In an effort to help keep both pets and family members healthy, the FDA provides safe pet food handling tips on their website. A list of these tips can be shared with your clients at:

www.fda.gov/ForConsumers/ConsumerUpdates/ucm048182.htm

If you need additional information, please call our veterinary line at 800-535-8387. Concerned pet owners may be directed to call P&G toll-free at 877-340-8823.

We apologize for any inconvenience this situation may cause you and want to assure you that P&G Pet Care is taking all the necessary steps to ensure our product quality meets your expectations. Below is some additional information which may help you communicate with your clients.

QUESTIONS AND ANSWERS

Which products are involved?

<u>Product Name</u>	<u>Version</u>
Iams Veterinary Dry Formulas	All dry sizes and varieties
Eukanuba Naturally Wild	All dry sizes and varieties
Eukanuba Pure	All dry sizes and varieties
Eukanuba Custom Care Sensitive Skin	All dry sizes

None of our canned Iams Veterinary Formulas is involved in this recall.

None of our dry Iams Cat and Iams Dog food is involved in this recall.

None of our canned Eukanuba products or canned Iams products is involved in the recall.

What is salmonella?

Salmonella is a bacteria. Salmonella has the potential to affect the health of pets and humans, but the young, old or ill may be more susceptible.

Do you test for salmonella?

Yes. We have a comprehensive quality testing program, in accordance with Good Manufacturing Principles. All of our veterinary diets are tested for salmonella before they leave our manufacturing plant.

Have there been reports of illness?

No salmonella-related illnesses have been confirmed.

How did you find out about this issue?

These products are made in a single, specialized facility. In cooperation with FDA, P&G determined that some products made at this facility have the potential for salmonella contamination. As a precautionary measure, P&G is recalling all products made at this facility.

What are the symptoms of a salmonella infection?

Pets with a salmonella infection may experience decreased appetite, fever, abdominal pain and appear sluggish. More aggressive symptoms may include vomiting, bloody diarrhea and dehydration.

In people, symptoms may include nausea, vomiting, diarrhea or bloody diarrhea, abdominal cramping and fever. Rarely, Salmonella can result in more serious ailments including arterial infections, endocarditis, arthritis, muscle pain, eye irritation and urinary tract symptoms. Consumers exhibiting these signs after having contact with this product should contact their healthcare providers.

Will you pay my veterinary expenses or medical bills?

P&G Pet Care will work with pet owners and their doctors or veterinarians to investigate cases of possible illness due to salmonella. Consumers can call 877-340-8823 for more information.

What should I feed instead of this product?

(If the pet is eating one of our Iams Veterinary Formula's): We recommend that you talk with your veterinarian to find a diet that will fit your pet's health needs.

(If the pet is eating one of the other products affected by this recall): There are still plenty of other Eukanuba and Iams options available. We're glad to make specific suggestions for your pet.

Is this a voluntary or forced recall?

Voluntary.

Where does salmonella come from?

Salmonella bacteria can be found naturally in the environment and may be carried by certain animals and humans.

When will I get more details on the retailer return process?

Early the week of August 1.

Will you continue to manufacture at Lewisburg?

We have simply suspended operations at the Lewisburg facility until we can identify all appropriate interventions.

Are other plants involved in this recall?

No.

What about other P&G Pet Care products?

All other products are made at different P&G plants and are not included in this issue.

What steps should I (retailer) take if I have the product in question on my shelves/in stock?

Pull it. We will provide specific instructions early the week of August 1.

What is P&G doing to prevent similar problems in the future?

Beyond suspending production at our Lewisburg facility, we are taking a fresh look at all our processes and procedures to ensure we're doing everything possible to consistently meet our high quality standards.