

UPDATED, DECEMBER 3, 2008

ORIJEN CAT FOOD | AUSTRALIA

SUMMARY OF ACTIONS IN AUSTRALIA

On November 20th, 2008 Champion Petfoods Ltd announced a VOLUNTARY RECALL of ORIJEN brand cat food sold in Australia.

AUSTRALIA ONLY

- The recall is restricted to **AUSTRALIA ONLY. NO OTHER MARKETS ARE AFFECTED BY THIS RECALL.**
- The recall is issued in response to reports from the Australian veterinary community of cats showing neurological symptoms after reportedly consuming ORIJEN cat food.
- Due to ORIJEN's **FRESH** ingredient content (fresh chicken, fresh eggs, fresh fish) and low-temperature processing (90°C), ORIJEN cat foods were irradiated at high levels (60kGY) upon entering the Australian market.
- The irradiation of ORIJEN is unique to Australia. ORIJEN is not irradiated in any other countries or markets.
- Research findings of a 2007 study published by the American College of Veterinary Pathologists www.vetpathology.org/misc/terms.shtml) determined that the feeding of a gamma-irradiated diet of 35-45 kGY was associated with the same conditions as are reported in Australia.

WHAT WE'RE DOING

STEP 1 - PREVENTION

- We voluntarily recalled all ORIJEN cat food from the Australian market.
- As a result of reports of cats eating from dog dishes, we have taken the additional precautionary step of removing ORIJEN dog food from Australian store shelves.
- Champion Petfoods is confirming the complete removal of ORIJEN from Australian store shelves. To remove the possibility of any food re-entering the distribution stream, we are now organizing the appropriate destruction of all remaining ORIJEN product in Australia.
- To assure food safety from the plant to the bowl, we have incorporated new measures into our export planning to insure that all new export markets are rigorously examined in the way our product is handled.

STEP 2 - ELIMINATION OF OTHER POSSIBLE FACTORS

- After testing for more than 180 toxins and chemical compounds, Michigan State University's Veterinary Toxicologist has confirmed that ORIJEN cat foods sold in Australia are free of toxins. **NO KNOWN TOXIC COMPOUNDS WERE FOUND.**
- Excepting irradiated samples which show a high depletion of Vitamin A and corresponding increase in the presence of oxidative by-products, all nutrient analysis is complete and confirms ORIJEN nutrient levels are as expected.

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STEP 3 - FUNDING RESEARCH

- To link all data together from an animal health perspective and head our summary research team, we have engaged a world-recognized Doctor of Veterinary Medicine (DVM) from Texas, USA with speciality certifications in toxicology, veterinarian toxicology, wildlife and environmental toxicology, pharmacology, chemical and biological pharmacology.
- To provide additional and expert opinion from a companion animal nutritional perspective, CHampion Petfoods has also contracted a leading independent Companion Animal Nutritionist from New Jersey, USA.
- On December 10th a Champion staff member will travel to America to deliver all data assembled on the Australian cat food cases to the researchers - including laboratory results and anecdotal findings.
- We expect a report will require 2-3 months for completion.

STEP 4 - CORPORATE GOVERNANCE

- In addition to removing all products from Australian and commissioning a comprehensive independent scientific study to determine the possible cause or causes of the illness found in Australian cats, Champion Petfoods fully understands our responsibility to the pet owners of the world.
- We are actively working to create a fund in support the cat community in Australia and hope we are in a position to finalize program details next week.

PLEASE CALL OR E-MAIL US WITH ANY QUESTIONS OR CONCERNS THAT ARE NOT COVERED IN OUR INFORMATION RELEASES.



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