

UPDATED JANUARY 19, 2009

ORIJEN CAT FOOD | AUSTRALIA: UPDATE 5 - JAN. 19

This latest information release covers covers expansion of the ORIJEN compassion fund.

The scope of the ORIJEN COMPASSION FUND has been expanded to include compensation for expenses accrued from the following:

NON-VETERINARY RELATED ITEMS – AUD \$100

PREVENTATIVE TREATMENTS – AUD \$100

BACKGROUND

- On November 20, 2008, Champion Petfoods announced a voluntary recall of its ORIJEN Cat food brand sold in Australia.
- The recall is restricted to **AUSTRALIA ONLY** and was issued in response to reports from the Australian veterinary community of cats showing symptoms of a neurological syndrome after consuming ORIJEN CAT food.
- The recall was unique to Australia and did not affect any of the other 50 countries to which ORIJEN is exported. Champion Petfoods believes the Australian cases resulted from the high-level irradiation (exceeding 50kGY) applied to ORIJEN upon entering Australia. Champion Petfoods no longer exports or sells its ORIJEN pet foods in Australia.
- On December 20, 2008, Champion Petfoods announced the creation of the ORIJEN COMPASSION FUND to provide for the reimbursement of related veterinary and medical expenses up to AUD \$2,000 per affected cat.

PROGRAM UPDATE

EXPENSES ACCRUED FROM BOTH NON-VETERINARY RELATED ITEMS AND PREVENTATIVE TREATMENTS WILL NOW BE CONSIDERED FOR REIMBURSEMENT.

1. NON-VETERINARY RELATED ITEMS - AUD \$100

2. PREVENTATIVE TREATMENTS - AUD \$100

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1. NON-VETERINARY RELATED ITEMS

Q: CAN I CLAIM FOR REIMBURSEMENT OF NON-VETERINARY RELATED ITEMS USED TO TREAT MY CAT?

A: Yes. Due to requests from Australian consumers, Champion Petfoods has expanded the scope of ORIJEN COMPASSION FUND.

While the total reimbursement amount is unchanged at \$AUD 2,000, the fund is broadened to allow up to AUD \$100 for non-veterinary items related to treating affected cats.

Q: WHAT IS A NON-VETERINARY RELATED ITEM?

A: Non-veterinary items are limited to the following:

- Training Pads
- Specialized Litter Boxes
- Exercise Pens
- Feeding syringes

Q: HOW CAN I SUBMIT A CLAIM FOR NON-VETERINARY RELATED ITEMS?

A: Please request a short application form by email from ORIJENCOMPASSION@CHAMPIONPETFOODS.COM

- To be eligible you must fulfill the following requirements:
- Complete and submit an application for the ORIJEN COMPASSION FUND for veterinary and medical expenses
- Complete and submit a short application for non-veterinary related expenses
- Provide proof-of-purchase of non-veterinary related items

2. PREVENTATIVE TREATMENTS

Q: MY CAT HAS EATEN ORIJEN CAT FOOD AND I HAVE BEEN GIVING HIM/HER PREVENTATIVE TREATMENTS TO TRY AND PREVENT ILLNESS, ARE THESE EXPENSES ELIGIBLE?

A: Champion Petfoods will cover the expenses of the preventative treatments listed our November 26, 2008 release up to and including AUD \$100 per treated cat.

The following items were recommended:

- Antioxidants – Cysteine/Glutathione to protect liver and kidneys – for 6-8 weeks
- Omega fatty acids ie. Fish Oil to act as an anti-inflammatory and anti-oxidant
- Vitamin A – oral form for 3 week period – weight of the animal and specific dose is important, please consult with your vet or with Champion Petfoods for specific dosages.

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Q: HOW CAN I SUBMIT A CLAIM FOR EXPENSES OCCURRED FROM PREVENTATIVE TREATMENTS?

A: Please request a short application form by email from ORIJENCOMPASSION@CHAMPIONPETFOODS.COM .

- To be eligible for reimbursement you must submit the following:
- Completed application form
- Veterinary prescription (if applicable) of the aforementioned supplements (antioxidants, omega fatty acids, Vitamin A).
- Proof of purchase of Orijen Cat food and veterinary prescribed supplements

If you have used these preventative treatments with your cat and the syndrome still developed please include these as veterinary expenses on your ORIJEN COMPASSION FUND application.

Q: HOW MUCH CAN I CLAIM FROM THE ORIJEN COMPASSION FUND?

A: The ORIJEN COMPASSION FUND provides reimbursement of veterinary and medical expenses up to AUD \$2000 per affected cat.

The amount claimable per cat will be reviewed again at the end of February, 2009. An update will be posted by March 10th, 2009

Please CALL or EMAIL us with any other questions or concerns.



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