



7/30/10

Dear Valued Customer,

Attached is a notice from P&G that they are recalling all Iams Veterinary Dry and Eukanuba Pure and Naturally Wild and Eukanuba Custom Care Sensitive Skin products.

This is a precautionary voluntary recall.

No evidence has been found of salmonella in any product and there are no reports of animals have been harmed.

Please remove these products from your shelves, segregate them from your regular stock and await further instructions regarding their disposition.

If you have any questions please contact your P&G field sales rep or our inside sales people.

We regret this inconvenience, but we appreciate the fact that P&G is taking every precaution possible to protect our pets and their owners.

We appreciate your business and your support of the Eukanuba Brand. We hope to have these products back in stock within the next two weeks.

Sincerely,

Maureen Costello,
President



The Procter & Gamble Co.
General Offices
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Cincinnati, OH 45202-3315
www.pg.com

July 30, 2010

To: Our Valued Customers

Subject: P&G Voluntary limited recall of specialized Dry Pet Foods due to possible Health risk

The Procter & Gamble Company is voluntarily recalling veterinary and some specialized dry pet food as a precautionary measure because it has the potential to be contaminated with salmonella. The affected products represent a very small portion of P&G's pet food products. No salmonella-related illnesses have been reported.

The dry pet food products in the chart below should be removed from retailer shelves. Customer DCs should stop shipment of recalled products and hold this product in a storage area until further information from P&G Pet Care is received. The only formulas involved in this voluntary recall are:

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

The affected products are sold in veterinary clinics and specialty pet retailers throughout the United States and Canada. No canned food, biscuits/treats, or supplements are affected by this announcement.

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.

Consumers who have purchased the specific dry pet foods listed should discard them. 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. Healthy people infected with salmonella should monitor themselves for some or all of the following symptoms: 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.

Pets with salmonella infections may have decreased appetite, fever and abdominal pain. If left untreated, pets may be lethargic and have diarrhea or bloody diarrhea, fever and vomiting. Infected but otherwise healthy pets can be carriers and infect other animals or humans. If your pet has consumed the recalled product and has these symptoms, please contact your veterinarian.

Your P&G Sales Representative will provide detailed return procedures for both retailers and consumers early next week. They will also be able to answer additional questions.

Product Availability

Procter & Gamble is currently developing a plan to re-supply our customers from other facilities and we plan for these products to be back on shelf in a number of weeks.

We sincerely apologize for the inconvenience this situation causes you and want to assure you that P&G is taking all the necessary steps to ensure our product quality meets all our customer and consumer expectations.

Attachment (Affected SKU List)

**UPC CODES FOR P&G PET SPECIALTY PRODUCTS
RECALLED ON JULY 30, 2010**

EUKANUBA DOG BG PURE		Item UPC
PURE TURKEY *	4 LB	0 19014 03191 7
PURE ADULT MAINTENANCE *	4.5 LB	0 19014 03958 6
PURE PUPPY GROWTH *	4.5 LB	0 19014 03949 4
PURE ADULT MAINTENANCE *	15 LB	0 19014 03953 1
PURE ADULT LARGE BRD *	15 LB	0 19014 03959 3
PURE PUPPY GROWTH *	15 LB	0 19014 03955 5
PURE TURKEY *	15 LB	0 19014 03192 4
PURE ADULT MAINTENANCE *	30 LB	0 19014 03952 4
PURE ADULT LARGE BRD *	30 LB	0 19014 03960 9
PURE PUPPY GROWTH *	30 LB	0 19014 09364 7
PURE TURKEY *	30 LB	0 19014 03193 1
EUKANUBA DOG CUSTOM CARE		
CUSTOM CARE - SENSITIVE SKIN	5.5 LB	0 19014 01935 9
CUSTOM CARE - SENSITIVE SKIN	28 LB	0 19014 01936 6
EUKANUBA DOG DRY NATURALLY WILD		
ADULT SALMON & RICE	4 LB	0 19014 02780 4
ADULT TURKEY & MULTIGRAIN	4 LB	0 19014 02776 7
ADULT VENISON & POTATO	4 LB	0 19014 02783 5
ADULT SALMON & RICE*	9.5 LB	0 19014 02894 8
ADULT TURKEY & MULTIGRAIN*	9.5 LB	0 19014 02895 5
ADULT VENISON & POTATO*	9.5 LB	0 19014 02893 1
ADULT SALMON & RICE	15 LB	0 19014 02781 1
ADULT TURKEY & MULTIGRAIN	15 LB	0 19014 02778 1
ADULT VENISON & POTATO	15 LB	0 19014 02784 2
ADULT SALMON & RICE *	19 LB	0 19014 02897 9
ADULTTURKEY & MULTIGRAIN *	19 LB	0 19104 02898 6
ADULT VENISON & POTATO *	19 LB	019104 02896 2
ADULT SALMON & RICE	30 LB	0 19014 02782 8
ADULT TURKEY & MULTIGRAIN	30 LB	0 19014 02779 8
ADULT VENISON & POTATO	30 LB	0 19014 02785 9
All NATURALLY WILD SAMPLES	7 oz.	
IAMS VETERINARY FORMULA CAT DRY BAG		
WEIGHT LOSS RESTRICTED CALORIE	2 KG	0 19014 13720 6
INTESTINAL - LOW RESIDUE	5.5 LB	0 19014 15210 0
OPTIMUM WEIGHT CONTROL D	5.5 LB	0 19014 21305 4

RENAL MULTI-STAGE	5.5 LB	0 19014 21405 1
URINARY 0 - MODERATE PH/O	5.5 LB	0 19014 15510 1
URINARY S - LOW PH/S	5.5 LB	0 19014 14210 1
INTESTINAL - LOW RESIDUE	14 LB	0 19014 00859 9
WEIGHT LOSS RESTRICTED CALORIE	18 LB	0 19014 02236 6
URINARY S - LOW PH/S	20 LB	0 19014 14221 7
IAMS VETERINARY FORMULA DOG DRY BAG		
INTESTINAL - LOW RESIDUE	5 LB	0 19014 12405 3
OPTIMUM WEIGHT CONTROL D	5 LB	0 19014 15105 9
WEIGHT LOSS RESTRICTED CALORIE	5 LB	0 19014 12205 9
RENAL EARLY STAGE	5.5 LB	0 19014 14410 5
JOINT	6 LB	0 19014 21006 0
SKIN & COAT RESPONSE FP	6 LB	0 19014 12106 9
SKIN & COAT RESPONSE KO	6 LB	0 19014 21106 7
PUPPY INTESTINAL LOW RESIDUE	8 LB	0 19014 12908 9
WEIGHT LOSS RESTRICTED CALORIE	14 LB	0 19014 12214 1
JOINT	15 LB	0 19014 21015 2
OPTIMUM WEIGHT CONTROL D	15 LB	0 19014 15115 8
SKIN & COAT RESPONSE FP	15 LB	0 19014 12115 1
SKIN & COAT RESPONSE KO	15 LB	0 19014 21115 9
INTESTINAL - LOW RESIDUE	15 LB	0 19014 12415 2
RENAL EARLY STAGE	15.5 LB	0 19014 02235 9
WEIGHT LOSS RESTRICTED CALORIE	28 LB	0 19014 12228 8
INTESTINAL - LOW RESIDUE	30 LB	0 19014 12430 5
JOINT	30 LB	0 19014 21030 5
OPTIMUM WEIGHT CONTROL D	30 LB	0 19014 15130 1
SKIN & COAT RESPONSE FP	30 LB	0 19014 12130 4
SKIN & COAT RESPONSE KO	30 LB	0 19014 21130 2
INT LOW RESIDUE BREEDER BAG	37.5 LB	0 19014 12437 4

* Available in U.S. Only. All other SKUs are available in the U.S. and Canada.