Recall -- Firm Press Release

Diamond Pet Foods Expands Voluntary Recall to Include Diamond Puppy Formula due to Possible Salmonella Contamination

Contact:
Media
Diamond Pet Foods
816-255-1974
Consumer
Diamond Pet Foods
800-442-0402

FOR IMMEDIATE RELEASE - April 30, 2012 - Diamond Pet Foods is expanding a voluntary recall to include Diamond Puppy Formula dry dog food. The company took this precautionary measure because sampling revealed Salmonella in the product. No dog illnesses have been reported. Salmonella can affect animals eating the products and there is risk to humans from handling contaminated pet products, especially if they have not thoroughly washed their hands after having contact with the products or any surfaces exposed to these products.

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 be lethargic and have diarrhea or bloody diarrhea, fever, and vomiting. Some pets will have only decreased appetite, fever and abdominal pain. 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.

Only the Diamond Puppy Formula products meeting the following descriptions are recalled:

<table>
<thead>
<tr>
<th>Description</th>
<th>Size</th>
<th>Production Code</th>
<th>Best By Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond Puppy Formula dry dog food</td>
<td>40 lb.</td>
<td>DPP0401B22XJW</td>
<td>6-Apr-2013</td>
</tr>
<tr>
<td>Diamond Puppy Formula dry dog food</td>
<td>40 lb.</td>
<td>DPP0401A21XAW</td>
<td>6-Apr-2013</td>
</tr>
<tr>
<td>Diamond Puppy Formula dry dog food</td>
<td>40 lb.</td>
<td>DPP0101C31XME</td>
<td>11-Jan-2013</td>
</tr>
<tr>
<td>Diamond Puppy Formula dry dog food</td>
<td>40 lb.</td>
<td>DPP0401B21XDJ</td>
<td>7-Apr-2013</td>
</tr>
<tr>
<td>Diamond Puppy Formula dry dog food</td>
<td>20 lb.</td>
<td>DPP0401B22XJW</td>
<td>6-Apr-2013</td>
</tr>
<tr>
<td>Diamond Puppy Formula dry dog food</td>
<td>20 lb.</td>
<td>DPP0101C31XME</td>
<td>11-Jan-2013</td>
</tr>
<tr>
<td>Diamond Puppy Formula dry dog food</td>
<td>20 lb.</td>
<td>DPP0101C31XRB</td>
<td>11-Jan-2013</td>
</tr>
<tr>
<td>Diamond Puppy Formula dry dog food</td>
<td>8 lb.</td>
<td>DPP0401B2XALW</td>
<td>7-Apr-2013</td>
</tr>
<tr>
<td>Diamond Puppy Formula dry dog food</td>
<td>6 oz.</td>
<td>DPP0401</td>
<td></td>
</tr>
</tbody>
</table>

The recalled Diamond Puppy Formula dry dog food was manufactured by Diamond Pet Foods in Gaston, S.C., and distributed in the following 12 states:

- Alabama
- Florida
- Georgia
- Kentucky
- Maryland
- Michigan
- North Carolina
- Ohio
- Pennsylvania
- South Carolina
- Tennessee
- Virginia

The product may have been further distributed to additional states through pet food channels. The company is working directly with distributors and retailers that carry these products to remove them as quickly as possible from the supply chain. Diamond Pet Foods apologizes for any potential issues this may cause pet owners and their dogs.

Pet owners, who are unsure if the product they purchased is included in the recall, or who would like replacement product or a refund, may contact Diamond Pet Foods at 800-442-0402, 8 am – 6 pm EST, Monday through Friday, or visit www.diamondpetrecall.com. #

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