

Mars Petcare US Announces Extension of Voluntary Recall

Contact:

Contact: Debra Fair at (973) 691- 3536

FOR IMMEDIATE RELEASE

Franklin, Tennessee (November 25, 2008) — Today, Mars Petcare US announced an extension of a previously announced voluntary recall of dry cat and dog food products manufactured at its Allentown, Pennsylvania facility with “Best By” dates between August 11, 2009 – October 3, 2009. The pet food is being voluntarily recalled because of potential contamination with *Salmonella*. This voluntary recall affects product sold at BJ’s Wholesale Club, ShopRite Supermarkets, and Wal-mart locations in Connecticut, Delaware, Massachusetts, Maryland, Maine, North Carolina, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Virginia, Vermont, and West Virginia.

Salmonella can cause serious infections in dogs and cats, and, if there is cross contamination caused by handling of the pet food, in people as well, especially children, the aged, and people with compromised immune systems. Healthy people potentially infected with *Salmonella* should monitor themselves for some or all of the following symptoms: nausea, vomiting, diarrhea or bloody diarrhea, abdominal cramping and fever. On rare occasions, *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. Animals can be carriers with no visible symptoms and potentially infect other animals or humans. If your pet has consumed the recalled product and has these symptoms, please contact your veterinarian.

This action is an extension of the voluntary recall issued on October 27, 2008 of all sizes of SPECIAL KITTY® Gourmet Blend dry cat food produced at the Allentown facility on August 11, 2008. We recently learned that an additional sample of SPECIAL KITTY® made on September 25, 2008 at the Allentown facility tested positive for *Salmonella*. There have been no reported cases of human or pet illness caused by *Salmonella* associated with products produced at this facility. Mars Petcare US is taking an additional precautionary action to protect pets and their owners by extending the October 27, 2008 voluntary recall to include all dry pet food product produced at the facility with “Best By” dates between August 11, 2009 and October 3, 2009.

Recalled Pet Food

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The dry cat and dog food listed below are made at our Allentown facility and sold at BJ’s Wholesale Club, ShopRite Supermarkets, and Wal-mart locations in Connecticut, Delaware, Massachusetts, Maryland, Maine, North Carolina, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Virginia, Vermont, and West Virginia.

All code dates, regardless of brand, are listed in a similar format as noted below:

Consumers should look for “50” as the first two digits of the second line.

Best By AUG 15 09 (Sample)

50 1445 1

PRODUCT NAME	UPC CODE
Berkley & Jensen Bistro Blend Premium Cat Food 21.6#	00000 20052
Berkley & Jensen Small Bites & Bones Dog Food 52#	00000 14958
Ol' Roy Puppy Complete Premium Dog Food 4#	81131 79078
Ol' Roy Puppy Complete Premium Dog Food 20#	81131 79080
Ol' Roy Complete Nutrition Premium Dog Food 4#	81131 17550
Ol' Roy Complete Nutrition Premium Dog Food 4.4#	81131 69377
Ol' Roy Complete Nutrition Premium Dog Food 8#	05388 67144

O! Roy Complete Nutrition Premium Dog Food 20#	81131 17549
O! Roy Complete Nutrition Premium Dog Food 22#	05388 60342
O! Roy Complete Nutrition Premium Dog Food 44.1#	81131 17551
O! Roy Complete Nutrition Premium Dog Food 50#	78742 01022
O! Roy High Performance Premium Dog Food 20#	05388 60345
O! Roy High Performance Premium Dog Food 50#	78742 05815
O! Roy Meaty Chunks & Gravy Premium Dog Food 22#	81131 69630
O! Roy Meaty Chunks & Gravy Premium Dog Food 50#	81131 69631
ShopRite Crunchy Bites, Bones and Healthy Squares Dog Food 20#	41190 04521
Special Kitty Original Premium Cat Food 3.5#	81131 17557
Special Kitty Original Premium Cat Food 7#	81131 17562
Special Kitty Original Premium Cat Food 18#	81131 17559
Special Kitty Gourmet Blend Premium Cat Food 3.5#	81131 17546
Special Kitty Gourmet Blend Premium Cat Food 7#	81131 17547
Special Kitty Gourmet Blend Premium Cat Food 18#	81131 17548
Special Kitty Kitten Premium Cat Food 3.5#	81131 17553
Special Kitty Kitten Premium Cat Food 7#	81131 17554

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In an effort to prevent the transmission of *Salmonella* from pets to family members and care givers, the FDA recommends that everyone follow appropriate pet food handling guidelines when feeding their pets. A list of safe pet food handling tips can be found at: <http://www.fda.gov/consumer/updates/petfoodtips080307.html>

Pet owners who have questions about the recall should call 1-877-568-4463 or visit www.petcare.mars.com.

Media Statement

Contact: Debra Fair at (973) 691- 3536

For Immediate Release

The following statement was released by Mars Petcare US regarding the voluntary recall of dry pet food produced at its Allentown, PA facility.

As a precautionary measure, on October 27, 2008, Mars Petcare issued a voluntary recall of all sizes of SPECIAL KITTY® Gourmet Blend dry cat food product produced at our Allentown Pennsylvania facility on August 11, 2008. We were recently alerted by the FDA that an additional sample of SPECIAL KITTY® made on September 25, 2008 produced at the Allentown, PA facility plant tested positive for *Salmonella*.

Based on this information, we are taking an additional precautionary action to protect pets and their owners by extending the October 27, 2008 voluntary recall to include all dry pet food product produced at the facility with a “Best By” date between August 11, 2009 and October 3, 2009.

There have been no reported cases of human or pet illness caused by *Salmonella* associated with products produced at this facility.

This voluntary recall affects only products sold at BJ's Wholesale Club, ShopRite Supermarkets, and Wal-mart locations in Connecticut, Delaware, Massachusetts, Maryland, Maine, North Carolina, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Virginia, Vermont, and West Virginia. No other customers and no other states are affected.

Only those products which were produced at the Allentown, PA facility between those dates are impacted. Consumers can continue to have confidence in the quality and safety of our other products.

As part of our commitment to our loyal consumers and their pets, we are continuously monitoring and updating our processes to be at the forefront of product quality, innovation, customer responsiveness, and manufacturing efficiency. In recent months, we have invested tens of millions of dollars in plant upgrades, new testing protocols, advanced associate training, and a new state of the art testing facility that will open in mid-2009.

We are working with affected BJ's Wholesale Club, ShopRite Supermarkets, and Wal-mart locations to ensure that recalled products are not on store shelves. These products should not be sold in stores or fed to pets. In the event that consumers believe they have purchased products affected by this voluntary recall, they should return the product to the store where they purchased it for a full refund. Specific product details and other information will be posted prior to the public announcement and can be found at www.petcare.mars.com.

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