



FOR IMMEDIATE RELEASE

Questions? Call 1-800-232-9880

Contact	Marketing Manager
Contact Person	Leslie Bland
Company Name	Simmons Pet Food, Inc.
Telephone Number	(479) 524-8151 ext. 212
Fax Number	(479) 524-6179
Email Address	lbland@simfoods.com

June 12, 2006

To: Customers

Re: 22 Oz. Canned Pet Food

Simmons Pet Food, Inc. is voluntarily recovering 22 oz. canned wet dog food manufactured with "use by" dates between March 16, 2008 and June 6, 2008.

Simmons has discovered an issue regarding random flaking of the inside coating of the can. The incidence rate is less than 0.1%

This coating was approved for direct contact with food under USFDA 21 CFR 175.300 in 1971 and since 1971 it has worked well on billions of cans for many manufacturers of various types of human and pet food. However, even though the incidence of failure of the inside coating is low, Simmons feels it is in the best interest of our customers to voluntarily recover this product from the marketplace.

Products affected by this recovery are as follows:

22oz. Pot Luck Canned Pet Food UPC 72562326232
22oz. Fit and Active Hearty Loaf with Beef UPC 072562328229
22oz. Fit and Active Hearty Loaf with Chicken UPC 072562378224
22oz. Fred's Canine Cuisine Dog Food Prime Entrée Cuts with Beef UPC 084579100163 (Use By Date 05/08/08 only)
22oz. Twin Pet with Beef Dog and Puppy Food UPC 071682241234
22oz. Twin Pet with Beef - Liver Flavor Dog and Puppy Food UPC 071682241333
22oz. American Fare Dinner with Turkey and Bacon UPC 07200019342 (Use By Date 04/05/08 only)
22oz. American Fare Chunky Dinner with Beef and Bacon UPC 07200019344 (Use By Date 04/05/08 only)
22oz. American Fare Chunky Dinner with Beef UPC 07200019341 (Use By Date 04/05/08 only)
22oz. American Fare Country Stew with Beef UPC 07200019343 (Use By Date 04/05/08 only)
22oz. Strongheart Beef Flavor Dog Food UPC 071682641232
22oz. Ol'Roy Beef Flavor UPC 0068113189763 and UPC 072562350237
22oz. Ol'Roy Chicken Flavor UPC 0068113189762 and UPC 072562349231
22oz. Ol'Roy Hearty Loaf with Chopped Beef UPC 0068113189770
22oz. Ol'Roy Hearty Loaf Chopped Meaty Combo UPC 0068113189771

We request removal, segregation and return of the above mentioned products to point of purchase for credit. We have already begun production to return replacement product to our customer's shelves.

We are undertaking this action in cooperation with the US Food and Drug Administration.

Thank you for your help and understanding at this time.

Mitch Newton
President
Simmons Pet Food, Inc.