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Safety

Recall -- Firm Press Release

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Eight Sensible Choice Dry Dog Food Products, Seven Kasco Dry Dog And Cat Food Products Recalled Nationwide by Royal Canin USA Effective Today

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FOR IMMEDIATE RELEASE -- St. Charles, Missouri -- May 11, 2007 -- Royal Canin USA is announcing today the voluntary nationwide recall of eight Sensible Choice dry dog food products and seven Kasco dry dog and cat food products.

This announcement is based on the company's ongoing extensive review of its manufacturing and quality assurance testing procedures, which identified trace amounts of a melamine derivative from tainted Chinese rice protein concentrate provided to the company by domestic ingredient supplier Cereal Byproducts, headquartered in Illinois.

"We deeply regret the concern and anxiety this announcement today will cause our loyal customers and the entire pet community," Olivier Amice, President and CEO of Royal Canin USA, said. "While a very limited number of Sensible Choice and Kasco products in this recall tested positive for trace levels of a melamine derivative, Royal Canin USA is voluntarily withdrawing these products out of an abundance of caution and because we are fully committed to the welfare of our customers' pets."

Royal Canin USA has no confirmed cases of melamine related illness in pets eating Sensible Choice and Kasco products affected by this recall. Last month, Royal Canin USA announced it will no longer use any Chinese vegetable protein suppliers.

The following eight Sensible Choice dry dog food products and seven Kasco dry dog and cat food products with date codes between July 28, 2007 to April 30, 2008 are being voluntarily recalled:

SENSIBLE CHOICE® (available in pet specialty stores nationwide)

- SENSIBLE CHOICE® Chicken and Rice Adult (Dry Dog Food)
- SENSIBLE CHOICE® Chicken and Rice Reduced (Dry Dog Food)
- SENSIBLE CHOICE® Lamb and Rice Reduced (Dry Dog Food)
- SENSIBLE CHOICE® Chicken and Rice Puppy (Dry Dog Food)
- SENSIBLE CHOICE® Chicken and Rice Large Breed Puppy (Dry Dog Food)
- SENSIBLE CHOICE® NATURAL BLEND Adult (Dry Dog Food)
- SENSIBLE CHOICE® NATURAL BLEND Senior (Dry Dog Food)
- SENSIBLE CHOICE® NATURAL BLEND Puppy (Dry Dog Food)

KASCO® (available in pet specialty stores nationwide)

- KASCO® Chunks (Dry Dog Food)
- KASCO® Hi Energy (Dry Dog Food)
- KASCO® Maintenance (Dry Dog Food)
- KASCO® Mealettes (Dry Dog Food)
- KASCO® Mini Chunks (Dry Dog Food)
- KASCO® Puppy (Dry Dog Food)
- KASCO® Cat (Dry Cat Food)

Based on today's announcement, pet owners should stop feeding their pets the eight Sensible Choice dry dog food products, seven Kasco dry dog and dry cat food products listed. Pet owners should consult with a veterinarian if they are concerned about the health of their pet.

The safety and nutritional quality of Royal Canin USA pet food is our company's top priority because we understand that the health of pets comes first. Pet owners who have questions about the voluntary recall of Sensible Choice and Kasco dry pet food products and other Royal Canin USA products should call 1 800-513-0041 or visit our web site at www.royalcanin.us.

All Sensible Choice and Kasco products have a satisfaction guarantee and the company will refund or replace the diets that are part of this recall announcement.

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