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SEPTEMBER 20, 2012

KITCHEN REPAIRS AT CHAMPION PETFOODS

Dear ACANA and ORIJEN consumer.

On Saturday, September 8th at 4:33 am, an equipment malfunction in our kitchens permanently damaged one of our two ovens.

While our remaining oven is working overtime, our capacity is reduced by 40% for the next two months – the time needed for to custom fit a new oven into our award-winning kitchens.

To maximize production during kitchen repairs, we have limited the number of foods we are making as follows:

ORIJEN | Adult Dog, 6 Fish Dog, Regional Red, Cat & Kitten

ACANA | Wild Prairie Dog, Pacifica Dog, Grasslands Dog, Ranchlands, Chicken & Burbank, and Lamb & Apple

Your pet specialty retailer will still be receiving ACANA and ORIJEN foods. However, as our kitchen capacity is limited, not all sizes and formulas will be available.

At Champion, our mission is to make our own foods in our own kitchens. That means, even in times of shortage, we do not out-source the production of ACANA and ORIJEN to third party pet food makers.

We know that any food shortage news is unwelcome, and we are working hard to send as much food as possible to stock your favorite retailer's shelves.

Thank you for your patience and understanding during our kitchen repairs — our team has a deep commitment and unwavering responsibility to all dogs and cats, as well as to their human companions.

Robin Jean Director-Food Production Champion Petfoods LP Frank Burdzy President and CEO Champion Petfoods LP Peter Muhlenfeld VP Sales and Marketing Champion Petfoods LP