

A message from Nestle Purina PetCare, received by Webster's Boxers on 4/1/07...

ALPO® BRAND PRIME CUTS IN GRAVY CANNED DOG FOOD VOLUNTARY
NATIONWIDE RECALL
No Dry Purina Products Involved

March 31, 2007

On March 30, 2007, Nestlé Purina PetCare Company announced it is voluntarily recalling all sizes and varieties of its ALPO® Prime Cuts in Gravy wet dog food with specific date codes. The Company is taking this voluntary action after learning that wheat gluten containing melamine, a substance not approved for use in food, was provided to Purina by the same company that also supplied Menu Foods. The contamination occurred in a limited production quantity at only one of Purina's 17 pet food manufacturing facilities. Consumers should immediately stop feeding their dogs ALPO Prime Cuts products with the date codes listed below and consult with a veterinarian if they have any health concerns with their pet.

The recalled 13.2-ounce and 22-ounce ALPO Prime Cuts cans and 6-, 8-, 12- and 24-can ALPO Prime Cuts Variety Packs have four-digit code dates of 7037 through 7053, followed by the plant code 1159. Those codes follow a "Best Before Feb. 2009" date. This information should be checked on the bottom of the can or the top or side of the multi-pack cartons.

Importantly, no Purina brand dry pet foods are affected by the recall – including ALPO Prime Cuts dry. In addition, no other Purina dog food products, no Purina cat food products, Purina treat products or Purina Veterinary Diet products are included in this recall, nor have been impacted by the contaminated wheat gluten supply.

At Purina, nothing is more important to us than the health and well-being of the pets whose nutrition has been entrusted to us by their owners, and we deeply regret this unfortunate situation. We will continue to take any and all actions necessary to ensure the quality and safety of our products.

Please see our March 30 press release at www.purina.com for more information. A list of Frequently Asked Questions is shown below. If you have more questions or concerns, please contact our Office of Consumer Affairs at 1-800-218-5898.

Frequently Asked Questions –March 30, 2007

Q: Were you the "dry pet food manufacturer" the FDA referred to in its press conference?

No. None of Purina's dry dog or dry cat food products are affected by the contaminated wheat gluten.

Q: Are any Purina dry products affected?

No. ALPO Prime Cuts in Gravy canned products and Mighty Dog pouch products

manufactured by Menu Foods continue to be the only Purina products affected by this recall.

Q: When did you learn that you had received shipments of the contaminated product?

On Friday, March 30, the same day we announced our voluntary recall of ALPO Prime Cuts in Gravy canned dog food.

Q: Which of your production facilities produced the recalled product?

Nestlé Purina PetCare's Crete, Nebraska, plant was the only facility to produce the recalled ALPO Prime Cuts in Gravy canned dog food product.

Q: Which other of your facilities produce ALPO Prime Cuts in Gravy?

ALPO Prime Cuts in Gravy is also produced at our Allentown, Pa., facility. However none of those products are included in the voluntary recall nor have they been impacted by the contaminated wheat gluten.

Q: When was the recalled product produced?

The recalled ALPO Prime Cuts in Gravy products were produced in mid February 2007.

Q: Exactly what ALPO Wet Dog Food items were affected?

Only ALPO Prime Cuts in 13.2oz, 22oz, and Variety Packs with the specific codes below are affected. No other ALPO Wet Dog items or ALPO Dry Dog Food items are included.

See the list of affected ALPO Prime Cuts items product codes on the list below. Do not feed the product if it has:

Four digit code dates of 7037 through 7053, followed by the plant code 1159

Above codes followed by "Best Before Feb. 2009" date.**

** Due to a product name change in early 2007, this voluntary recall also covers one item with the same date code labeled as ALPO® Prime Entrees in Gravy with Chicken, Rotini Pasta & Vegetables.

PRODUCT CODE NAME SIZE

11132 07035 ALPO PRIME CUTS CHKN & RICE 22 OZ

11132 00310 ALPO LEAN PRIME CUTS BEEF 13.2 OZ

11132 00360 ALPO PRIME CUTS BEEF 13.2 OZ

11132 00361 ALPO PRIME CUTS BF LVR 13.2 OZ

11132 00362 ALPO PRIME CUTS CHKN 13.2 OZ

11132 00363 ALPO PRIME CUTS TRKY BCN 13.2 OZ

11132 00364 ALPO PRIME CUTS BF STW 13.2 OZ

11132 00365 ALPO PRIME CUTS GRMT DNR 13.2 OZ

11132 00366 ALPO PRIME CUTS BF BCN CHSE 13.2 OZ

11132 00368 ALPO PRIME CUTS LNDN GRILL 13.2 OZ
11132 02210 ALPO PRIME CUTS SR BF & RICE 13.2 OZ
11132 04313 ALPO PRIME CUTS CHKN VEG 13.2 OZ
11132 07031 ALPO PRIME CUTS BF & RICE 13.2 OZ
11132 07032 ALPO PRIME CUTS LAMB RICE 13.2 OZ
11132 08440 ALPO PRIME CUTS BEEF VEG 13.2 OZ
11132 00461 ALPO PRIME CUTS BEEF 22 OZ
11132 00463 ALPO PRIME CUTS CHKN 22 OZ
11132 00469 ALPO PRIME CUTS GRMT 22 OZ
11132 00471 ALPO PRIME CUTS BF & LVR 22 OZ
11132 07033 ALPO PRIME CUTS LAMB & RICE 22 OZ
11132 07034 ALPO PRIME CUTS BF & RICE 22 OZ
11132 58805 ALPO PRIME CUTS LNDN GRLD 22 OZ
11132 58800 ALPO PRIME CUTS BF STEW 22 OZ
11132 24509 ALPO PRIME CUTS BEEF 4.95 LB
11132 18342 ALPO PRIME CUTS 12CNT VP >9.9 LB
11132 86222 ALPO PRIME CUTS VP 8CNT 2OZ 11 LB
11132 25712 ALPO PRIME CUTS 24PK 13.2 OZ

Q: How can you be certain that none of your other products contain the contaminated wheat gluten?

We have confirmed with our supplier that our Crete, Nebraska, plant was the only Purina facility that received the contaminated wheat gluten. We have a sophisticated traceability system that enables us to track all ingredients from time of receipt at our plant through their inclusion in finished products and on to our customers to which the finished products were shipped.

Q. What is melamine?

The FDA described melamine as a fertilizer used in Asia or as a plastic resin used in kitchen utensils and dinnerware. The FDA has not approved melamine for use in pet food. It should not be in pet food.

Q: Why do you use wheat gluten in your products?

Wheat gluten is a high quality ingredient that provides protein and produces the consistency and texture desired in our products. Unfortunately, in this rare case it was contaminated.

Q: Do you source wheat gluten from China?

Yes. Wheat gluten is a commodity ingredient sold on the global market. Only a minority of our supply originates in China. While the vast majority of our grain products and ingredients overall are sourced from the United States, wheat gluten that meets our specifications is not available in sufficient quantities in the United States.

Q: Are you still buying wheat gluten from this source in China?

No.

Q: Do you have any plans to discontinue the use of wheat gluten in your products in light of this latest development.

Wheat gluten has been a well-trusted and safe ingredient in both pet and human foods for decades. We have no plans to discontinue the use of wheat gluten in our products.

Q: Do you test your wheat gluten supplies for melamine?

It has not been our practice, nor the pet food industry's standard to test ingredients for melamine. Melamine has no approved usage in food and – until yesterday - had not been identified as a known contaminant for any of our ingredients, including wheat gluten.

Our rigorous food safety and testing program is based on significant and likely risks for each particular ingredient, and we test every incoming load of ingredients, including wheat gluten.

We applaud FDA's decision to institute a 100 percent review and sampling program for all wheat gluten imported from China.

Q. Is melamine harmful to pets?

The FDA is quickly working to understand any links between melamine and the reported pet illnesses.