

May 2012

FOOD SAFETYFAQ

RE: DIAMOND PET FOODS RECALLS

WE ARE INDEPENDENT

- Champion Petfoods is a Canadian pet food producer that is independently owned and operated in Morinville, Alberta Canada.
- We have no affiliation with Diamond Pet Foods.

WE NEVER OUTSOURCE

- We operate our own award-winning Kitchens in Morinville, Alberta Canada and take great pride in never outsourcing our products. That means we make every morsel of ORIJEN and ACANA foods ourselves in our own kitchens.

WE BELIEVE IN SAFETY AND PEACE OF MIND

- We are committed to the wellbeing of you and your companion cats and dogs.
- At all stages of food production we apply Hazard Analysis and Critical Control Point Analysis (HACCP) — an internationally recognized and systematic preventive approach to food safety. We also use supplementary systems, including Good Manufacturing Principals (GMP) — a worldwide system for the control and management of manufacturing and quality testing of foods.
- Prior to releasing any foods to market, we extensively test each of our diets at a Government of Canada accredited laboratory, including tests for bacterial contamination of enterobacteriaceae, salmonella and listeria.
- In the unlikely event of a recall of any of our foods, we promise timely and honest communication and we voluntarily participate in the First Alert Pet Food Recall Program.

QUESTONS AND ANSWERS

Q. Does the recent recall of several brands manufactured by Diamond Pet Foods affect ORIJEN or ACANA in any way?

A. No. The recent Diamond Pet Foods recall does not involve Champion Petfoods' ORIJEN and ACANA brands in any way.

Q: Who makes Champion's foods?

A: We do. We operate our own award-winning Kitchens in Morinville, Alberta Canada and take great pride in never outsourcing our products. That means we make every morsel of ORIJEN and ACANA foods by ourselves in our own kitchens.

Q: Are ACANA and ORIJEN ever outsourced?

A: NO. Never. We produce and package every ORIJEN and ACANA product in our own award-winning Kitchens where we control every detail of their preparation. We wouldn't have it any other way, ever!

Q: Does Champion produce foods for other companies?

A: No. We make ACANA and ORIJEN in our own kitchens and don't make foods for other companies.

Q: Do you test for Salmonella?

A: Yes, extensively and at all stages of production and preparation. Prior to releasing any food we test each diet at a Government of Canada accredited laboratory for bacterial contamination, including enterobacteriaceae, salmonella and listeria.

Q. In the event of a recall, do you have a plan to communicate with consumers?

A. In the event of a recall our policy is to immediately alert all of our distributor and retail customers regarding any affected products, the reason for recall, and necessary steps to take. We will also post all information on our website, social media outlets, and notify the appropriate regulatory authorities.

Champion Petfoods is a member of the 'First Pet Food Recall Alert Program' which is designed to provide consumers immediate information on pet food recalls.

CONTACT: Customer Care | 1-877-939-0006 Mon– Fri 8:00 a.m. – 5:00 p.m. MST

MEDIA CONTACT: Erin Prefontaine | 780-784-0321– office 780-886-3395 - mobile