



News Release

FOR IMMEDIATE RELEASE

IAMS LAUNCHES PET WELLNESS COUNCIL

New Pet Wellness Council Introduced at Grand Opening of Iams Animal Wellness Plaza at Cincinnati Zoo

CINCINNATI, Ohio, October 23, 2007 – As pet nutrition experts, Iams has put pet wellness at the core of its mission to enhance the well-being of dogs and cats. Taking that mission a step further, Iams has announced the formation of the Iams Pet Wellness Council (IPWC), a group of thought leading veterinary healthcare professionals who will educate veterinarians, veterinary technicians, and pet owners about the importance of a comprehensive pet wellness program that involves premium, high-quality nutrition, regular wellness visits to the veterinarian, and a healthy lifestyle for both the pet and owner.

“Pet owners and veterinary healthcare professionals are caring individuals who go to great lengths to manage any health issues that their dogs and cats face,” said Susan Giovengo, DVM, PhD, Manager of Professional Relations at P&G Pet Care. “We’ve assembled this group of veterinary experts to help us elevate our pet well-being mission to a higher level. The goal is to add healthier and happy years to our pets’ lives by keeping them in optimal health with a comprehensive pet wellness program based on the knowledge and best practices that these experts have learned along the way.”

The Iams Pet Wellness Council charter members include:

- Martin Fettman, DVM, PhD, DACVP, Chair IPWC and Professor Emeritus, College of Veterinary Medicine & Biomedical Sciences, Colorado State University, Fort Collins, CO
- Steven Petersen, DVM, DACVS, Board Certified Surgeon, Director of Surgical Services Wheat Ridge Veterinary Specialists, Wheat Ridge, CO
- Bernadine Cruz, DVM, Private Practitioner, Laguna Hills Animal Hospital, Laguna Hills, CA
- Sherry Sanderson, BS, DVM, PhD, DACVN, DACVIM, Nutritionist, University of Georgia, College of Veterinary Medicine, Athens, GA

- Rick Timmins, DVM, Family Practice, Manager, Program for Veterinary Family Practice, School of Veterinary Medicine, University of California – Davis, CA
- Michael Leib, DVM, DACVIM, Gastroenterologist, Virginia-Maryland Regional Veterinary College, Blacksburg, VA
- David Waters, DVM PhD, DACVS; Director, Gerald P Murphy Cancer Foundation; Professor and Associate Director, Purdue University Center on Aging and the Life Course, West Lafayette, IN
- Rebecca Rose, CVT, Certified Veterinary Technician, Veterinary Pet Insurance, Red Valley Rose Consulting, Gunnison, CO

Dr. Martin Fettman, Chair of the IPWC, was on hand as Iams made the announcement of the council at the Cincinnati Zoo and celebrated the grand opening for the Zoo's latest attraction, The Iams Animal Wellness Plaza. The plaza will educate Cincinnati Zoo visitors on the importance of animal health and wellness while physically connecting the W. Rowell Chase Animal Hospital and the Carl H. Lindner Jr. Family Center for Conservation and Research of Endangered Wildlife (CREW). The hospital opened last fall and was designed to more efficiently allow the veterinary staff to care for the animals. CREW is the umbrella for all local and international conservation and research efforts of the Cincinnati Zoo.

"I look forward to working with this group of respected experts who share the passion to enhance the well-being of pets," said Dr. Fettman. "The diversity of this team will position us as a strong educational resource in pet nutrition, gastroenterology, gerontology, cancer research, family practice, surgery, veterinary technology, and the human-animal bond."

The Iams Pet Wellness Council will focus on educating pet owners and the veterinary health care professionals who treat them. The council's first activity will be sponsorship of a technical symposium on January 19, 2008, at The North American Veterinary Conference in Orlando, Florida. This symposium entitled, The Importance of Nutrition in Comprehensive Pet Wellness, includes the following topics:

- The Need for Pet Wellness Programs in Veterinary Medicine - Martin Fettman, D.V.M., M.S., PhD.-Professor Emeritus, College of Veterinary Medicine and Biomedical Sciences, Colorado State University
- Aging Well: How the Science of Aging Informs the Practice of Wellness - David Waters, DVM PhD, DACVS; Director, Gerald P Murphy Cancer Foundation; Professor and Associate Director, Purdue University Center on Aging and the Life Course, West Lafayette, IN

- Managing Microbes For Wellness - Amy Trejo, PhD – P&G Personal Health Care and Michael Hayek, PhD – P&G Pet Care
- Dietary Fiber for Optimizing Gastrointestinal Health - Sherry Sanderson, BS, DVM, PhD, DACVN, DACVIM, Nutritionist, College of Veterinary Medicine, University of Georgia
- Nutrition to Promote Healthy Mobility - Mark Tetrack, DVM, PhD, P&G Pet Care

About P&G Pet Care

For more than 60 years, Procter & Gamble Pet Care (NYSE:PG), the maker of Iams and Eukanuba, has enhanced the well-being of dogs and cats by providing world-class quality foods and pet-care products. To learn more about Eukanuba® and Iams® Dog & Cat Foods or general pet care and nutrition information, call the Iams Consumer Care Center at (800) 446-3075. You can also visit us on the Web at <http://www.iam.com> or <http://www.eukanuba.com>.

About Procter & Gamble

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, and Braun®. The P&G community consists of 138,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

#

Media Contacts:

Kris Parlett

The Iams Company

(937) 264-7578

parlett.kr@pg.com