

Breeder's Choice®

CARE • INNOVATION • PURITY

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NEW THEMED PET PRODUCTS HELP RAISE FUNDS FOR BREAST CANCER PROGRAMS

Breeder's Choice "Caring for Both Ends of the Leash" Program Unites More Pet Product Manufacturers to Support Susan G. Komen Breast Cancer Foundation

IRWINDALE, CA (August 2, 2004) – Kicking off its second annual Caring for Both Ends of the Leash™ program, national pet food company Breeder's Choice in conjunction with other pet product manufacturers, is encouraging pet lovers to pamper their pooches while helping to raise money for the fight against breast cancer with a signature line of pet products.

In addition to promoting the positive role pets play in the healing process, beginning Sept. 1, Breeder's Choice along with Coastal Pet Products and Planet Dog, will each donate a percentage of the sales of breast-cancer awareness-themed dog and cat products to help raise funds for The Susan G. Komen Breast Cancer Foundation. Just as the universally recognized pink ribbon is the symbol for breast cancer awareness, the pet product campaign will continue using its signature pink leash-shaped ribbon, which is on many of the products supporting this effort. New products include:

- **AvoDerm® "KOOKIES."** New oven-baked AvoDerm "Kookies" dog treats are made with avocado oils, rice, lamb, and nature's own cancer-fighting antioxidant, blueberries, for extra-added flavor. Each 20-ounce bag of dog-loving treats features the signature "pink leash ribbon" window on the front, and will be sold year-round to support the Komen Foundation. Suggested retail price is \$3.49 with \$0.35 of each bag purchased donated in addition to the AvoDerm dry food sales.
- **AvoDerm® Dry Dog and Cat Food.** Purchases of specially marked "pink leash ribbon" bags of AvoDerm will help Breeder's Choice reach its 2004 goal to raise a minimum of \$50,000 for the Komen Foundation. Made with real avocados, AvoDerm products give dogs and cats an all-natural, skin-conditioning food for a lifetime. Donations include \$3.00 per 40 lb. bag of dog food, and \$2.00 per 20 lb. bag of cat food.

– more –



- **Breast Cancer Awareness Adjustable Collars and Leashes.** Coastal Pet Products, the largest manufacturer and distributor of pet leashes and collars, offers matching dog leashes and collars in vibrant pink with the symbolic pink breast cancer ribbon motif. Suggested retail price ranges from \$7.99 to \$10.99 with a percentage of each purchase going toward the company's minimum donation goal of \$20,000 to the Komen Foundation.
- **Orbee-Tuff® Ribbon Ringo.** Planet Dog's most durable and in-demand dog toy in the market is bouncing into the fight against breast cancer. This special rubber ball was designed with the signature pink ribbon in mind. The red signifies "heart." The pink "ribbon" not only signifies breast cancer awareness, but hope, determination and support. Every purchase donates \$0.45, with a suggested retail price: of \$9.95, with minimum guaranteed donation of \$10,000 to the Komen Foundation.

Products will be sold at designated independent pet supply retailers as well as select PETCO stores nationally.

"A key to our success at the Komen Foundation is that we collaborate with a variety of organizations to provide creative ways for people to make a difference in the fight against breast cancer," said Cindy Schneible, vice president of cause-related marketing and sponsorship at the Komen Foundation. "We are proud to have the opportunity to partner with Breeder's Choice to increase breast cancer awareness and allow pet lovers nationwide to make a valuable contribution to breast cancer research and community outreach programs."

Breeder's Choice also continues sponsoring several Komen Race for the Cure® events held in cities across the country each year; and will expand its Caring for Both Ends of the Leash therapy dog recruitment events in local communities at designated pet retail stores and PETCO stores nationwide. Consumers can find additional information about the Breeder's Choice line of retail pet products and its Caring for Both Ends of the Leash program at the company's website: www.breeders-choice.com.

ABOUT BREEDER'S CHOICE: Third-generation, family-owned and operated Breeder's Choice Pet Foods has been dedicated to caring for pets for more than 50 years. An industry innovator in new product development since its early days the company is regarded by the industry as one of the highest quality developers and manufacturers of premium natural pet foods. While many of its lines are developed for specific pet health concerns, all are intended to be used as preventative care in adding longevity to a pet's life. The family of Breeder's Choice pet products includes: AvoDerm, its flagship brand made from real avocados and designed to improve skin and coat; Active Care, developed as a remedy and preventative product targeting canines that often experience or

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Effort to Raise Funds for Breast Cancer**

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are by the nature of the breed prone to achy or painful joints; Pinnacle, a high-grade, holistic nutritionally balanced feeding program; Select Choice Advanced Pet Diets (APD), targeting digestion and high performance; Perfect Servings, warm meals and frozen raw meat mini-patties for finicky dogs; and Health Food for Dogs, a fun and healthy alternative to many premium pet foods. More information about the company and retailers that carry its products can be obtained at its website, www.breeders-choice.com, or by calling (800) 255-4286.

ABOUT COASTAL PET PRODUCTS: Coastal Pet Products, Inc., founded in 1968, is the world's largest and premier pet collar and lead manufacturer. Known as the quality leader, Coastal's products include nylon, leather, chain, grooming, shampoos, housebreaking pads, toys and more. Website: www.coastalpet.com

ABOUT PLANET DOG: Planet Dog is a globally recognized designer, developer and manufacturer of innovative, high quality, award-winning pet products that can provide all you need in rolling out a top-of-the-line pet category at a competitive price. The brand, alongside Patagonia, Ben & Jerry's, and Smith and Hawken, celebrates a lifestyle that is not commonly seen in the pet products market. Planet Dog recognizes pet owners' desire to share their active lifestyle with pets from backyard games and city parks to hotels and dog spas. Website: www.planetdog.com

ABOUT THE KOMEN FOUNDATION: The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died of breast cancer at the age of 36. Today, the Foundation is an international organization with a network of more than 75,000 volunteers working through local Affiliates and events like the Komen Race for the Cure® to eradicate breast cancer as a life-threatening disease. A global leader in the fight against breast cancer, the Foundation fulfills its mission through support of innovative breast cancer research grants, meritorious awards and educational, scientific and community outreach programs around the world. For questions about breast health or breast cancer, visit the Foundation's web site at www.komen.org, or call the Komen Foundation's Toll-Free Breast Cancer Helpline at 1.800 I'M AWARE® (1.800.462.9273).

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ARTWORK: Please email deborah-smith@earthlink.net for artwork or go to the press room at www.breeders-choice.com.