

JANUARY 25, 2011

DEAR CUSTOMER,

Demand for ACANA and ORIJEN products has surpassed the capacity of our Fresh Regional Ingredient supply, resulting in shortages to our valued retail customers.

There are three primary causes for the current shortages:

1 FRESH REGIONAL INGREDIENTS

ACANA and ORIJEN are unique products made with Fresh Regional Ingredients sourced from local farms, ranches and fishermen.

As our fresh ingredients are never-frozen, contain no preservatives and can be refrigerated only for a few days, they are more susceptible to supply interruptions — as we are currently experiencing.

2 NEVER OUTSOURCED

We make every ACANA and ORIJEN product right here in our own factory and never allow our foods to be outsourced — even during times of shortage.

Exclusive production within our own facilities provides us complete control over every ingredient and quality process. We wouldn't have it any other way.

3 AUTHENTICITY and INTEGRITY

Filling shelves is important, but not as important as maintaining the integrity of ACANA and ORIJEN foods.

Despite pressure to fill orders, the well-being of dogs and cats is our first priority, and we don't substitute with inferior ingredients when ours aren't available.

We understand the inconvenience our shortage has caused. We're working closely with local suppliers to increase fresh ingredient supply and get ACANA and ORIJEN back on shelves as quickly as possible.

Thank you for your patience and understanding. We expect our supply of ACANA and ORIJEN to improve in the very near future.

Sincerely,



Peter A. Muhlenfeld
VP Sales and Marketing
Champion Petfoods LP

Frank Burdzy
President and CEO
Champion Petfoods LP