

## **Iams Announces Major Advance In Dog and Cat Welfare**

Dayton, OH (October, 7, 2004) — The Iams Company announced today it will move all of its dog and cat feeding studies from all external contract facilities and universities to three locations: pet owners' homes, the Iams Pet Health and Nutrition Center and organizations where dogs and cats already live, such as animal shelters and groups that train and provide dogs to people in need. The transition will begin this year and be complete by October, 2006.

“These moves are part of a steady stream of continuous improvement that has been a hallmark of The Iams Company for many years,” said Jeffrey P. Ansell, President, The Iams Company. “In addition to introducing innovative products that deliver true health benefits to help dogs and cats live longer, healthier lives, we are constantly working to improve the lives of dogs and cats in our nutritional feeding studies.”

### **Consulting with the best**

The Iams Company continues to work very closely with its International Animal Care Advisory Board and organizations like the American Society for the Prevention of Cruelty to Animals (ASPCA) and the Humane Society of the United States (HSUS) to implement innovative practices that allow for both life-enhancing nutritional benefits, and superior care for the dogs and cats who participate in Iams' feeding studies.

“Before you can lead you must listen, and we're listening and consulting with the best in the business to ensure we're constantly strengthening the high standards we set for ourselves,” said Dr. Diane Hirakawa, Senior Vice President of Research and Development, The Iams Company. “We are firmly committed to providing the utmost care to all dogs and cats who participate in our nutritional feeding studies.”

### **Alternatives: the next frontier**

Iams also announced today that it has appointed Dr. Len Sauers to lead the development of alternatives to dog and cat feeding studies. For the past 18 years, Dr. Sauers has been a leader in the development and use of animal alternatives at Procter & Gamble, which acquired Iams in 1999. Dr. Sauer's appointment will strengthen Iams' ability to support the ultimate elimination of dog and cat feeding studies in a controlled setting as scientifically valid alternatives become available.

Dr. Sauers will concentrate on working with Iams' researchers to accelerate the development of these alternatives. Iams already uses 17 alternative methods, including a non-animal option for gastrointestinal studies and a non-animal method for measuring tartar build-up – a test P&G originally created for its oral care products, such as Crest. This work fits well with P&G's commitment to developing and using alternatives to traditional animal research methods. Since 1984, P&G has invested more than \$187 million in this program.

### **About the Iams Company**

For more than 50 years, The Iams Company has been living its mission of enhancing 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 and Cat Foods, the Eukanuba Veterinary Diets™ line of canine and feline prescription diets, or general pet care and nutrition information, call the Iams Consumer Care Center at Free Phone 0808 1007010. You can also visit Iams on the Web at [www.iamSCO.com](http://www.iamSCO.com), [www.iams.com](http://www.iams.com), or [www.eukanuba.com](http://www.eukanuba.com). For more information on Iams Animal Welfare policies and practices, visit [www.IamsTruth.com](http://www.IamsTruth.com).

###

Contact: P&G UK Corporate Press Office: 0191 297 6262