

June 30, 2012

At PEDIGREE®, we care about all dogs and their safety and well-being is extremely important to us. For that reason, we have initiated a voluntary recall of a limited range of three varieties of PEDIGREE® weight management canned dog food products due to a potential choking risk. Cans of this product may contain small pieces of blue plastic, which broke off a conveyor belt during the production process. The issue has been resolved at our manufacturing facility by replacing a conveyor belt with a redesigned tracking mechanism.

At Mars Petcare, we take our responsibility to pets and their owners seriously. We sincerely apologize for any inconvenience caused by this recall. Please see detailed information on the affected products below. You can also reach us at 1-877-720-3335 from 8:00 a.m. – 7:00 p.m. CST if you have questions.

## Products Affected



PEDIGREE+® Healthy Weight  
Premium Ground Entree  
in Meaty Juices



PEDIGREE® Weight  
Management Meaty Ground  
Dinner Beef & Liver Dinner  
in Meaty Juices



PEDIGREE® Weight  
Management Meaty Ground  
Dinner Chicken & Rice Dinner  
in Meaty Juices

How to identify the **Best Before**  
and **lot code** on your lid.

Each product will have a lot code  
printed on the end of the can that  
begins with 209, 210, 211 or 212 and a  
Best Before date that falls between  
2/24/2014 and 3/23/2014.



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UPC	Description
2310034974	PEDIGREE +® Healthy Weight Premium Ground Entrée in Meaty Juices
2310001913	PEDIGREE® Weight Management Meaty Ground Dinner Beef & Liver Dinner in Meaty Juices
2310023045	PEDIGREE® Weight Management Meaty Ground Dinner Chicken & Rice Dinner in Meaty Juices

**MARS PETCARE US ANNOUNCES VOLUNTARY RECALL OF LIMITED RANGE OF PEDIGREE® BRAND WET DOG FOOD**

*Franklin, Tennessee (June 30, 2012)* – Today, Mars Petcare US announced a voluntary recall of a limited range of three varieties of PEDIGREE® weight management canned dog food products due to a potential choking risk.

Affected product may contain small pieces of blue plastic, which entered the food during the production process. The source of the plastic has been identified and the issue resolved. We encourage consumers who have purchased affected product to discard the food or return it to the retailer for a full refund or exchange. While a small number of consumers have reported finding the plastic pieces, we have not received any reports of injury or illness associated with the affected product. The lot codes indicated below should not be sold or consumed.

Affected product was distributed to retail customers throughout the United States. Mars Petcare US is working with all of our distributors and retail customers to ensure that the recalled products are no longer sold and are removed from inventory.

**Recalled Pet Food** Only cans of PEDIGREE® weight management canned dog food varieties with the production codes shown below are included in this voluntary recall. Each product will have a lot code printed on the end of the can that begins with 209, 210, 211 or 212 and a Best Before date that falls between 2/24/2014 and 3/23/2014.

No other PEDIGREE® products are affected, including any other variety of wet food, dry dog food, or dog treats.

At Mars Petcare US, we take our responsibility to pets and their owners seriously. We sincerely apologize for any inconvenience caused by this recall. Pet owners who have questions about the recall should call 1-877-720-3335 or visit [www.pedigree.com/update](http://www.pedigree.com/update).