

LETTER FROM THE MANAGING DIRECTOR OF ROYAL CANIN SOUTH AFRICA

Dear Pet Owner

Royal Canin South Africa and all our staff, offer our most sincere regret and apologies to those pet owners, whose pets may have fallen ill as a result of our pet food. As animal health professionals and passionate pet owners ourselves, we are acutely aware of the suffering caused to your pets and we understand your anxiety and distress.

May I assure you that the health and well-being of every pet, being fed our products, is of prime concern at Royal Canin; which is why we are as shocked as you are at the contamination of a batch of pet food raw material (namely corn gluten), received by Royal Canin from a broker in South Africa.

Most recent results from scientific investigations showed that the batch of corn gluten had been artificially modified by the addition of toxic elements including melamine, urea and ammonia. This unauthorized and unlawful addition was made by a Chinese supplier in order to artificially enhance the protein content of the corn gluten.

We want to assure you that all our raw materials and products undergo strict testing. However, the above contaminants should normally not be found in pet food raw materials and as this contamination has never happened before in the pet food industry, it could not have been anticipated and was therefore not detected. This was an unfortunate and terrible accident in which we all find ourselves unwitting victims.

In light of these recent events, Royal Canin South Africa has taken all necessary measures to prevent potential risks to pets:

- With the help of veterinary practices, all contaminated products have been removed and will be destroyed according to the regulations set out by the Department of Agriculture so that no threat or hazard is posed to the environment.
- Production at our factory in Johannesburg was only started once the entire plant had been cleared of all raw materials, sanitized and flushed, with flushed material being tested and cleared of contaminants.
- Royal Canin South Africa has decided to buy vegetable protein raw material delivered exclusively from audited and approved suppliers, who are required to provide a proven quality analysis after extensive laboratory testing. No Chinese sources will be accepted.
- Strict control, before the offloading of raw materials, is being done using an infra red scanning system which is able to identify the “fingerprint” of a selected raw material, confirming its compliance with our specifications.

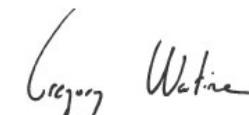
I would like to pay tribute to the vets around the country who alerted us to the problem and have been an extraordinary support network to us all throughout this crisis. We agreed to communicate jointly with them in media statements and they are the best source of advice for you, the pet owner, on the correct course of action for your ill pets.

In line with our principles of putting the health of pets first, we will continue to assist pet owners if damage to their pets’ health is shown to have been caused by our product.

You have my total assurance that we, at Royal Canin, are doing our utmost to provide all pets with precise Health Nutrition products and to restore your confidence in the quality of our brand.

Furthermore, we can now confirm that all our products are, once again, safe for consumption.

Yours sincerely



Gregory Watine
Managing Director
Royal Canin South Africa

2 May 2007

Please continue to consult your vet and if you have further questions for Royal Canin please call the help line on (011) 446 1025 or email your query to info@royal-canin.co.za.

Those products subject to the recall were manufactured by Royal Canin South Africa in its Johannesburg plant between March 8th, and April 11th, 2007 and were sold exclusively in South Africa and Namibia. The date of manufacture can be determined by the BATCH number which is printed directly below the expiry date and can be identified by the word “BATCH” followed by a date sequence e.g. 08/03/2007.

All other Vets Choice and Royal Canin products (including products made in South Africa before March 8 2007) are not affected and can be safely fed to pets.

Please note that if you still have Vets Choice or Royal Canin products that you are concerned about, you may return the recalled product to your vet and you will be reimbursed at the recommended retail price.