

PET PARENT ALERT

In response to some pet parent confusion and incorrect reporting by the Associated Press, we want you to know the following:

1. No BLUE dog food has been recalled. The voluntary recall is limited to one production run of dry Spa Select Kitten Food, production code:

"Best Used By Mar. 07 08 B."

2. The ingredient in the Spa Select Kitten Food that is a problem is Rice Protein Concentrate, NOT Brown Rice.

IMPORTANT NOTICE

Voluntary Recall of Spa Select Kitten Dry Food

Dear Pet Parents:

The Blue Buffalo Company has undertaken a voluntary recall on one production run of our Spa Select Kitten dry food. The production code on the recalled product is:

"Best Used By Mar. 07 08 B."

We have taken this action because the rice protein concentrate used for this one production run was obtained from Wilbur-Ellis, the same company who supplied this ingredient to Natural Balance. Test results received late last evening (4/18) indicated that this rice protein concentrate tested positive for melamine. This is the first and only time our manufacturing partner sourced an ingredient from Wilbur-Ellis, and we had no knowledge that they had imported the ingredient from China.

We have advised the FDA of this finding and will be working closely with them on this issue.

Of the 5,044 bags produced in this one run, we were able to prevent the majority from ever entering retail distribution. We are working closely with our retail partners to remove this product immediately and will be re-stocking the shelves with Spa Select Kitten dry food that was produced without any rice protein sourced from Wilbur-Ellis as soon as possible.

If you currently have a bag of Spa Select Kitten dry food, please check the code date and if it matches the one shown above discontinue use immediately and return it to the place of purchase for a full refund. If your cat has eaten any of the recalled food, please call your veterinarian immediately to discuss if there are any risks to your pet.

Should you have a specific question call our Customer Service Department at 1-800-919-2833 or email us at info@bluebuff.com. We understand your desire for immediate answers and we will be working to get back to you as quickly as we can.

No other Spa Select cat food or dog food, canned or dry, is included in this recall.

As a family owned company whose reason for being is to provide cats and dogs with the highest quality natural foods, we are extremely upset by this recall and can't begin to apologize enough to our customers. From our perspective, it is unacceptable to produce even one bag of food with the potential to cause a pet to become ill, and we will further tighten our ingredient sourcing and quality assurance procedures as a result of this incident.

Sincerely,

Bill Bishop
President
The Blue Buffalo Company