

Del Monte Pet Products Voluntarily Withdraws Specific Product Codes of Pet Treats and Wet Dog Food Products in the United States

SAN FRANCISCO, March 31, 2007—As a precautionary measure, Del Monte Pet Products is voluntarily recalling select product codes of its pet treat products sold under the *Jerky Treats*®, *Gravy Train*® *Beef Sticks* and *Pounce Meaty Morsels*® brands as well as select dog snack and wet dog food products sold under private label brands. A complete list of affected brands and products is below.

The Company took this voluntary recall action immediately after learning this morning from the FDA that wheat gluten supplied to Del Monte Pet Products from a specific manufacturing facility in China contained melamine. Melamine is a substance not approved for use in food. The FDA made this finding as part of its ongoing investigation into the recent pet food recall.

The adulteration occurred in a limited production quantity on select product codes of the brands below. This recall removes all Del Monte pet products with wheat gluten procured from this manufacturing facility from retail shelves.

No other Del Monte Pet Products treats, biscuits or wet dog food products are impacted by this recall, and no Del Monte dry cat food, dry dog food, wet cat food or pouched pet foods are subject to this voluntary recall. The affected products comprise less than one-tenth of one percent of Del Monte Pet Products' annual pet food and pet treat production.

Del Monte Pet Products has proactively engaged and fully cooperated with the FDA since the start of its investigation. The adulterated ingredients were used in limited production over the last three months for those items identified by specific product codes. Del Monte Pet Products has not used wheat gluten from this manufacturing facility in China in any other pet products except those described below.

Consumers should discontinue feeding the products with the Product Codes detailed below to their pets.

Del Monte Pet Products are 100% guaranteed and all voluntarily recalled products will be refunded.

Del Monte Pet Products customers can contact our Consumer Hotline at (800) 949-3799 for further information about the recall and for instructions on obtaining a product refund. If consumers visit our website, they can click on the "**Contact Us**" button and submit the Contact Us form, including UPC number, product name, Best By Date, and manufacturing code information (located under the Best By date). Consumers may also write to us at:

Del Monte
P.O. Box 80
Pittsburgh PA 15230-0080.

Following is a list of the Products and Best Buy Dates that have been voluntarily recalled in the United States.

BRANDED	Production Code/Best By Date
Jerky Treats Beef Flavor Dog Snacks	Code: TP7B06 TP7B07 TP7B08 TP7B09 TP7B10
	Best By: Aug 06 08 Aug 07 08 Aug 08 08 Aug 09 08 Aug 10 08
	Code: TP7B15 TP7C06
	Best By: Aug 15 08 Sep 03 08
Gravy Train Beef Sticks Dog Snacks	Code: TP7B19 TP7B20 TP7B21
	Best By: Aug 19 08 Aug 20 08 Aug 21 08
Pounce Meaty Morsels Moist Chicken Flavor Cat Treats	Code: TP7C07 TP7C12
	Best By: Sep 04 08 Sep 09 08

Code: TP7C08
Best By: Sep 05 08

Ol' Roy Beef Flavor Snack Sticks Dog Treats Code: TP7B19 TP7B20 TP7B21 TP7C08 TP7C09
Best By: Aug 19 08 Aug 20 08 Aug 21 08 Sep 05 08 Sep 06 08

Ol' Roy Bark'n Bac'n Beef & Bacon Flavor Dog Treats Code: TP7C14
Best By: Sep 11 08

Ol' Roy with Beef Hearty Cuts in Gravy Dog Food Code: BC6M21
Best By: Dec 21 09

Ol' Roy with Beef Hearty Strips in Gravy Dog Food Code: BC7A19
Best By: Jan 19 10

Ol' Roy Country Stew Hearty Cuts in Gravy Dog Food Code: BC6M15
Best By: Dec 15 09

Dollar General Beef Flavored Jerky Strips Dog Treats Code: TP7C06
Best By: Sep 03 08

Dollar General Beef Flavored Beef Sticks Dog Treats Code: TP7B20 TP7B21
Best By: Aug 20 08 Aug 21 08

Happy Tails Beef Flavor Jerky Strips Code: TP7B08 TP7B09
Best By: Aug 08 08 Aug 09 08

Happy Tails Meaty Cuts with Beef in Gravy Dog Food Code: BC7A29
Best By: Jan 29 10