



Frequently Asked Questions Regarding Hill's Pet Nutrition Inc.'s Activities in Support of It's Single Product Recall: Hill's Prescription Diet™ m/d™ Feline Dry Food

1. Why are you recalling Hill's Prescription Diet™ m/d™ Feline Dry?

In accordance with its over-riding commitment to pet health and well-being, Hill's Pet Nutrition, Inc. is voluntarily recalling Prescription Diet™ m/d™ Feline Dry Food from the market. Hill's is taking this precautionary action because during a two-month period in early 2007, wheat gluten for this product was provided by a company that also supplied wheat gluten to Menu Foods. U.S. Food and Drug Administration tests of wheat gluten samples from this period show the presence of a small amount of melamine.

Hill's expects to resume shipments as soon as possible of a reformulated version of this highly beneficial product that will not contain wheat gluten.

2. What is the process I should follow to return my product?

Pet owners:

Hill's Pet Nutrition Inc. has a 100% guarantee on all products. Simply return the product to the veterinary clinic where it was purchased for a refund and an alternative food recommendation.

Veterinary professionals:

All products returned by the client or in your inventory should be returned. The process is as follows:

1. Do not destroy the product.
2. Remove products from your shelves and clearly mark them "Hold for Hill's representative's pick up."
3. Clinics supplied by Hill's Delivery Service should follow normal returns procedures.
4. Clinics supplied by distributors or warehouses – return all product to the distributor or warehouse for product retrieval and appropriate reimbursement.

3. Are there any other Hill's products involved in this recall?

No. Hill's Prescription Diet™ m/d™ Feline Dry Foods is the only product sold in the United States and Canada that contained wheat gluten from any supplier. No other Hill's Prescription Diet® or Science Diet® products are affected by this voluntary recall. Hill's Science Diet Savory Cuts Feline canned cat foods, manufactured by Menu Foods, were previously withdrawn from the market as a precaution.

A list of voluntarily recalled Hill's products is available at www.HillsPet.com.

4. What should I feed in place of Hill's Prescription Diet™ m/d™ Feline Dry?

We recommend that any pet currently fed Hill's Prescription Diet™ m/d™ Feline Dry Food be fed the canned version or an alternative Prescription Diet brand product as advised by the veterinarian.

Hill's continues to fully cooperate with the FDA on its ongoing investigation. We deeply regret any concern that this has caused our valued customers.

We will provide future updates as information becomes available.

For more information, consumers can contact the company at 1-800-445-5777 or visit www.HillsPet.com for details.



Hill's Pet Nutrition, Inc. Reiterates Only One Product Recalled, Prescription Diet™ m/d™ Feline Dry Food

Topeka, KS (March 31, 2007) - Hill's Pet Nutrition, Inc. today is issuing this press release directly to veterinarians and pet owners to clarify a potentially confusing headline in a press release issued by the U.S. Food and Drug Administration on March 30, 2007. To ensure complete understanding by consumers and veterinary professionals, Hill's is reiterating that there is only one product affected by Hill's voluntary recall announcement yesterday: Hill's Prescription Diet™ m/d™ Feline Dry Food. This is the only product Hill's currently sells in the United States and Canada that contains wheat gluten from any supplier. **No other Hill's Prescription Diet® or Science Diet® products are affected by this voluntary recall.**

Hill's took this voluntary action to recall Hill's Prescription Diet™ m/d™ Feline Dry Food in consultation with the FDA which reports the detail of this single product recall on its web site. However, some consumers and veterinarians have been confused by the headline on the FDA press release.

Hill's Pet Nutrition's press release from yesterday, March 30, 2007, accurately reflecting all the details of this matter, appears below and at Hillspet.com. For more information, consumers can contact the company at 1-800-445-5777 or visit www.HillsPet.com for details.

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Hills Pet Nutrition, Inc. Voluntarily Recalls Single Product, Prescription Diet™ m/d™ Feline Dry Food, Only Product Containing Wheat Gluten

Topeka, KS (March 30, 2007) - In accordance with its over-riding commitment to pet health and well-being, Hill's Pet Nutrition, Inc. is voluntarily recalling Prescription Diet m/d Feline dry food from the market. Hill's is taking this precautionary action because during a two-month period in early 2007, wheat gluten for this product was provided by a company that also supplied wheat gluten to Menu Foods. U.S. Food and Drug Administration tests of wheat gluten samples from this period show the presence of a small amount of melamine. Prescription Diet m/d Feline Dry represents less than one half of one percent of all Hill's products.


This is the only product Hill's currently sells in the United States and Canada that contains wheat gluten from any supplier. No other Hill's Prescription Diet® or Science Diet® products are affected by this voluntary recall. Hill's Science Diet Savory Cuts Feline canned cat foods, manufactured by Menu Foods, were previously withdrawn from the market as a precaution. Together with this earlier withdrawal, less than 1% of all Hill's products have been affected.

The voluntary recall of Hill's Prescription Diet m/d Feline dry food involves discontinuation of all retail sales and product retrieval from sellers. This recall does not include Prescription Diet m/d Feline canned food which contains no wheat gluten.

Consumers should stop using this product and return it for a refund. All Hill's products carry a 100 percent guarantee, and consumers can receive a refund for recalled product.

Hill's expects to resume shipment shortly of a reformulated version of this highly beneficial product that will not contain wheat gluten. Please check with your veterinarian for an alternative Prescription Diet until m/d Feline dry is reformulated and made available again.

Following is a list of Prescription Diet m/d Feline dry products included in this recall:

Recalled product	U.S. & Canada UPC*	Size	
Prescription Diet™ m/d™ Feline dry food	52742 42770 (all product numbers)	4 lb. bag	
Prescription Diet™ m/d™ Feline dry food	52742 42790 (all product numbers)	10 lb. bag	

Hill's has been fully cooperating with the FDA since the outset of its investigation and made the decision to voluntarily recall these products in consultation with the FDA. We deeply regret any concern that this has caused our valued customers.

For more information, consumers can contact the company at 1-800-445-5777 or visit www.HillsPet.com for details.

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Hill's Pet Nutrition Inc. manufactures Prescription Diet® brand pet foods, therapeutic pet foods available only through veterinarians, and Science Diet® brand pet foods sold through veterinarians and finer pet specialty stores. Founded nearly 60 years ago by one veterinarian's unique commitment to pet nutrition and well-being, Hill's has never wavered from their mission to help enrich and lengthen the special relationships between people and their pets. Hill's produces high-quality, great tasting pet foods, so pet owners can follow the recommendations of the veterinary health care team. This ultimately improves patient health and the health of the practice. Visit HillsVet.com for more information on Hill's Pet Nutrition Inc. and Hill's Evidence-Based Clinical Nutrition™ products.