



Recall -- Firm Press Release

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SmartPak Canine Voluntarily Recalls LiveSmart Adult Lamb and Brown Rice Formula

Contact:

Paal Gisholt 774 773-1100

Consumers:

800 461-8898

FOR IMMEDIATE RELEASE -- Plymouth, MA – May 3, 2007 –On 5/02/07, SmartPak Canine executed a voluntary nationwide recall on all lots of LiveSmart Adult Lamb and Brown Rice food. This product tested positive for presence of melamine in a test received earlier in the day.

The LiveSmart Lamb formula is only sold in portion-paks shipped straight to the consumer's home each month, so there are no bags of potentially affected product on store shelves anywhere in the country. The focus of the recall has been informing affected customers via telephone, email, and letter. Ninety-nine percent of the roughly 220 pet owners feeding LiveSmart Adult Lamb via its portion pak pet food subscription service were contacted by live phone contact or message, and/or email. The company has had live contact with the majority of affected pet owners, and is continuing an aggressive outreach program to ensure that the notification has been received. To reduce likelihood of pet owners continuing to feed the food, replacement product is being shipped to affected customers free of charge.

At the time the recall was initiated, there had not been any ill effects reported in dogs. Through the efforts to reach out to all customers, the company has become aware of two instances of vomiting and learned that a 10 year old Rottweiler had passed away two weeks previous to the recall. These reports have been forwarded to FDA and are being investigated by the company's Medical Director to determine if they are connected with the LiveSmart Adult Lamb formula. The company has asked that any dogs showing signs of kidney illness (loss of appetite, weakness, vomiting, diarrhea, excessive thirst) be seen by their veterinarian.

The company is presently investigating the source of the contamination in conjunction with its contract manufacturer, Chenango Valley Pet Food. The LiveSmart Adult Lamb formula does not contain rice protein concentrate nor wheat gluten. All the meat and vegetable matter, with the exception of New Zealand lamb, is of US origin. It appears that the product may have been cross contaminated at the Chenango plant by a prior batch of food unassociated with SmartPak that contained an ingredient that had been contaminated with melamine.

SmartPak has also tested each of its other four brands for melamine contamination, and there was no melamine detected in the samples of these foods. Those brands are LiveSmart Adult Chicken and Brown Rice, LiveSmart Senior Chicken and Brown Rice, and LiveSmart Puppy Chicken and Brown Rice.

Questions regarding this recall may be directed to Paal Gisholt, the company's president and

CEO, who may be reached at ☎ **800 461-8898** . Affected customers are asked to call the company's toll free customer service number at ☎ **800 461-8898** , which is available 24/7. Additional information will be reported on the company's website as it becomes available.

Consumers with questions about the pet food they use should visit the FDA Web site at www.fda.gov.

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