



### **Riplees Ranch Product Improvement and Changes Update March 2010**

To all customers, there will be minor changes and improvements in our pet foods beginning soon. In all cases we are confident that the changes represent improvements in the consistency, the quality, and the taste of our products.

*Some of the highlights are as follows:*

- A little larger dog food kibble. Nutritionists have found that for dogs that actually chew their food, a larger kibble provides more chewing matter that contributes to the health of teeth and gums. We also found that smaller dogs, in numerous side-by-side taste tests, overwhelmingly preferred the new larger kibble.
- Due to many requests and in tests we found cats preferred the diamond shaped cat food. Our cat foods will now be diamond shaped as they were previously.
- Digestive enzymes will be added to our foods after the cooking process is complete to maintain the integrity of the enzymes.
- Fishmeal will also be added as a source of protein and Omega 3 Fatty Acids.
- All Riplees Ranch pet foods are formulated to exceed AAFCO requirements, and European Union pet food manufacturing standards, which are among the highest standards in the world.
- Synthetic Vitamin K and beet pulp have become controversial ingredients, and we are discontinuing to add them to our foods.
- The ingredients of the new foods are very similar to our previous products in most cases, and as always, the ingredients in the bag are the same as the ingredients listed on the bag.

*As you are probably aware there is a huge Class Action Lawsuit being assembled in the USA. Go to [www.mflegal.com/petfoodlawsuit.html](http://www.mflegal.com/petfoodlawsuit.html)*

*This website is many pages long but the following is a condensed version.*

“A nationwide Class Action Lawsuit filed against pet food companies and retailers for misleading consumers regarding the contents of pet food saying premium pet food marketed and sold as complete and balanced has historically contained such items as euthanized dogs and cats, restaurant grease, hair, hooves, diseased animals and other inedible garbage. The companies include: MARS INC., MARS PETCARE US, INC., PROCTER AND GAMBLE CO., THE IAMS CO., COLGATE PALMOLIVE COMPANY, HILL’S PET NUTRITION, DEL MONTE FOODS, CO., NESTLÉ USA INC., NESTLÉ PURINA PETCARE CO., NUTRO PRODUCTS INC., NATURA PET PRODUCTS, INC., MENU FOODS, INC., MENU FOODS INCOME FUND, PUBLIX SUPER MARKETS, INC., NEW ALBERTSON’S INC., ALBERTSON’S LLC, THE KROGER CO. OF OHIO, PETCO ANIMAL SUPPLIES STORES, INC., PET SUPERMARKET, INC., PET SUPPLIES PLUS/USA INC., PETSMAST INC., TARGET CORP. AND WAL-MART STORES, INC.”

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**TO THE BEST OF OUR KNOWLEDGE THE DEFENDANTS TARGETED IN THE COMPLAINT PRODUCE PET FOODS UNDER A WIDE ARRAY OF BRANDS AND NAMES THAT YOU WILL RECOGNIZE SUCH AS:**

**Pedigree®, Sheba®, Royal Canin®, Medi-Cal®, Iams®, Eukanuba®, Science Diet®, Hills Prescription Diet®, 9 Lives®, Kibbles-n-Bits®, Nature's Recipe®, Milk Bone®, Alpo®, Beneful®, Dog, Cat, Puppy and Kitten Chow®, Fancy Feast®, Friskies®, Pro-Plan®, Purina One®, Nutro Natural Choice®, Dog & Cat products, Max®, dog products, Max®, Cat Gourmet Classics, Ultra™, products for dogs, Authority, Award, Compliments, Nutro Max, Nutro Max Gourmet Classics, President's Choice, Science Diet Feline Savory Cuts Cans, Western Family US, Ol'Roy,**

**AND THE FOLLOWING USA BRANDS THAT ARE NOT AVAILABLE IN CANADA:**

Amore®, Gravy Train®, Snausages®, Pup-Peroni®, Meaty Bone®, Canine's Carry Outs®, Jerky Treats®, Wagwells®, Beggin Strips®, Mighty Dog®, Deli-Cat®, Complete Care®, for cats, Americas Choice Preferred Pets, Best Choice, Big Bet, Big Red, Cadillac, Companion, Demoulus Market Basket, Fine Feline Cat, Food Lion, Food Town, Giant Companion, Hannaford, Hill Country Fare, Hy-Vee, J.E. Mondou, Laura Lynn, Li'l Red, Loving Meals, Meijer's Main Choice, Mighty Dog Pouch, Mixables, Natural Life, Nutriplan, Paws, Pet Essentials, Pet Pride, Price Chopper, Priority US, Publix, Roche Brothers, Save-a-Lot Special Blend, Schnucks, Sophistacat, Special Kitty, Springfield Prize, Sprout, Stop and Shop Companion, Tops Companion, Wegmans, Weis Total Pet, White Rose, Winn Dixie, Your Pet, LIFElong™, Good Life Recipe®, and Special Kitty brands of pet food.

*We are proud to announce we are not on this lawsuit or any of the previous ones that have been filed against pet food companies and their retailers.*

*Riplees Ranch Pet Supply Inc. is a member of the Better Business Bureau since 1996 and has had zero complaints.*

*Riplees Ranch Pet Supply Inc. is a member of the Chamber of Commerce.*