



Kurt Browning *champions* dog adoption program

The Pedigree Adoption Drive™ campaign aims to raise \$500,000 for shelter dogs across Canada

February 14, 2008, Toronto, ON – Sadly, each year in Canada, tens of thousands of unwanted dogs end up in shelters because there aren't enough homes. The makers of Pedigree® have launched the Pedigree Adoption Drive™ campaign to raise funds and find loving homes for shelter dogs across Canada. Joining Pedigree® in this important program is World Figure Skating Champion, and self proclaimed Dog Lover, Kurt Browning.

"I know first hand how amazing it is to have a dog in your life," said Kurt Browning, World Figure Skating Champion and Pedigree Adoption Drive™ spokesperson. "Growing up, we always had a dog, and I strongly believe in their ability to impact a person's life in positive ways. In fact, as a child I even had a dog that taught me how to skate! I consider myself a true dog lover, which made getting involved with the Pedigree Adoption Drive campaign such an easy decision for me."

The goal of the year-long campaign is to raise \$500,000 to go towards helping dogs – be that covering vet care, vaccinations, shelter and food for approximately 2,000 dogs across the nation.

Shelter dogs make great pets. Adopting from a regulated shelter means the dogs have already received a clean bill of health from a veterinarian. They will have all their shots up-to-date and be spayed or neutered. Staff are also on hand to help make the selection process easier and can help choose the appropriate dog to fit your lifestyle - whether it be a high-energy puppy who could use the affection of a large family or a laid-back mature dog perfect for empty nesters.

"There are too many dogs right now living in shelters waiting to be adopted," says Kevin Lake, Marketing Director for Pedigree®. "The Pedigree Adoption Drive™ campaign is all about encouraging Canadians to consider adopting a shelter dog, even if you can't adopt a dog right now, there are lots of other great ways people can contribute, just go to www.mypedigree.ca to find out how."

The makers of Pedigree® have partnered with 26 shelters across Canada and will be donating a minimum of \$5,000 to each shelter to be used to provide support for dogs in their care. In addition, shelters will receive a digital camera that can be used to upload pictures of available dogs on to their shelter page on www.mypedigree.ca. The makers of Pedigree® will also be providing new dog owners with a Pedigree® Adoption Starter kit which includes wet and dry food, treats, coupons and a dog owner's handbook that outlines helpful tips and information about dog adoption.

About the Pedigree® brand

Pedigree® is the number one brand of dog food in the world offering a wide variety of products for different dog life stages. As an innovative market leader, the makers of Pedigree® are at the forefront of dog nutrition and understand dog owner needs by providing a range of innovative products and resources. Pedigree® products are available at grocery, pet specialty and mass merchandise outlets.

- 30 -

For more information, visit www.mypedigree.ca.

For more information please contact:

Rosanna D'Alessandro, GCI Group, (416) 486-5905, rdalessandro@gcigroup.com
Ashley Curran, GCI Group, (416) 486-5923, curranas@gcigroup.com
Kim Saunders, GCI Group, (416) 486-5901, ksaunders@gcigroup.com

®/TM Trademarks. © Mars Canada Inc., 2007. All rights reserved.