

Statement of Purina Regarding New Blue Buffalo Lawsuit

Blue Buffalo's lawsuit today is exactly what we expected: a distraction from the real issues in the case and an attempt to stop Purina from being honest with the public about the ingredients in Blue Buffalo's pet food.

Not only are the allegations in Blue Buffalo complaint false, **the case itself is redundant**: we already asked the federal court in St. Louis – three days ago – to review our website and our public statements and rule as a matter of law that they are true.

We stand by our complaint. As detailed in our lawsuit, independent test results show that Blue Buffalo is not being honest with pet owners about the ingredients in their pet food.

And we are not alone in making this claim. Twice over the past several years the National Advertising Division (NAD) of the Council of Better Business Bureaus has recommended that Blue Buffalo modify its deceptive and misleading advertising – related to both their product ingredients and their competitors.

At Purina, we believe that honesty is the most important ingredient in the relationship between pet owners and their pet food company. That is why we have undertaken our lawsuit, and it is why we established a website, www.petfoodhonesty.com, where pet owners can learn the truth.