



Dogs Rule®

The PEDIGREE® Brand is a quality food for dogs that you can find in grocery stores and pet shops everywhere. In fact, more dogs eat PEDIGREE® products than any other brand of dog food in the world! In the United States alone, we sold more than \$1 billion of food for dogs in 2007. PEDIGREE® products are made by Mars Petcare US, headquartered in Franklin, Tennessee.

There are Mars Petcare US factories all over the country where we make all kinds of PEDIGREE® products, including dry food, wet food, and snacks and treats. Dry food is actually something called kibble—crunchy bites that are kind of like cereal for your dog. Wet food is usually sold in cans or pouches, and dogs often get so excited about eating this tasty goodness that they jump around in circles in anticipation. Snacks and treats are rewards for your dog and some of them even have special benefits. For instance, did you know that PEDIGREE® BREATHBUSTER® biscuits can actually help make your dogs' breath smell better?

One of the things that we really care about is making sure that all dogs have loving homes, regardless of whether they are purebreds or mixed breeds. There are millions of dogs in the United States that live in shelters or breeder rescue homes and for every dog that gets adopted, there's one that doesn't. That's why we started **The PEDIGREE® Adoption Drive** in order to help raise money for shelters and breeder rescue homes. Every time anyone buys a PEDIGREE® product, we make a donation to help homeless dogs find loving homes.*

If you're interested in learning more about PEDIGREE® Brand, check out our website at www.dogsrule.com.

*Total donations from PEDIGREE® Brand consumer and trade programs to local shelters in 2008: minimum \$250,000 up to \$1 million. ®/TM Trademarks ©Mars, Incorporated 2008

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