



Press Release

FOR IMMEDIATE RELEASE

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KIDS RULE AT CFA-IAMS CAT IDOL!!

NEW YORK, October 21, 2009 – Eight-month-old Mezetique

Fresco, a Siamese owned by 11-year-old Chandler from Lancaster, PA, won the hearts and votes of visitors over the weekend at Meet the Breeds™. “Fresco” gained the most votes and was named the CFA-Iams Cat Idol (CICI) in the first competition that allowed the spectators to determine the winner. The contest to win the title of "New York's Favorite Cat" was sponsored by Iams and the Cat Fanciers' Association, the world's largest registry of pedigreed cats.

More than two hundred cats took part in the competition, which was held on October 17-18 as part of Meet the Breeds, the first such event co-produced by the Cat Fanciers' Association (CFA) and the American Kennel Club (AKC). The event showcased 41 CFA registered cat breeds and 160 AKC registered dog breeds in booths individually decorated to depict each breed's country of origin, historical purpose/function, and attributes as a family pet.

The winner, Fresco, took center stage “Live with Regis and Kelly” on October 19, joined by first runner-up Mericat Pocupine of Kyetrak or “Porkay,” a 1-1/2 year-old American Wirehair owned by Dr. Virginia Wight of Macon, GA, and second runner-up D’otz Shooting Star or “Scooter,” a 11-month-old Egyptian Mau, owned by sisters Caroline, 13 and Eliza, 11, from Baltimore, MD.

The competition placed the spotlight on feline representatives of the 41 pedigreed breeds of cats recognized by the CFA. Among the breeds that competed for the CICI title were the Japanese Bobtail, American Curl, Maine Coon, Ragdoll, Cornish Rex, Sphynx, Siamese, and Persian.

About Procter & Gamble Pet Care

For more than 60 years, Iams, a P&G (NYSE:PG) brand, has enhanced the well-being of cats and dogs by providing world-class quality foods and pet-care products. To learn more about Iams® Cat Food or general pet care and nutrition information, call the Iams Consumer Care Center at (800) 863-4267 or visit Iams on the Web at <http://www.iams.com>.

About the Cat Fanciers’ Association, Inc.

The Cat Fanciers’ Association, Inc.™ (CFA) was founded in 1906 as a non-profit association of member clubs and is the world’s largest registry of pedigreed cats. CFA’s mission is to preserve and promote the pedigreed breeds

of cats and to enhance the well-being of ALL cats. CFA promotes education, responsible cat ownership and proper care to the owners of millions of cats worldwide. CFA and its affiliate clubs work nationally with local shelters, at a grassroots level, to help humanely reduce homeless and feral cat populations, and to encourage voluntary neuter/spay of pet cats. To learn more about the Cat Fanciers' Association, the pedigreed breeds of cats, or to find the nearest CFA cat show, visit their web site at www.cfa.org

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