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**New York to be the Cat's Meow!
Show to Shine Over New York,
as Empire State Building Display Shines Its Lights on the Show**

- *Cats to Compete for New Yorkers' Hearts and Eyes
as City Transit Buses Take On a "Feline" Look -*

New York, New York – October 13, 2008 – The week of October 13 in New York is going to be cat-tastic! Cats will be everywhere, from New York City transit buses wrapped in cats to New York's highest peak, the Empire State Building! All will be celebrating the 6th annual CFA-Iams Cat Championship (<http://cfa-iams-cat-championship.org/>).

The legendary Empire State Building will be celebrating the show by spotlighting the colors of the CFA-Iams Cat Championship from Friday, October 17 to October 19. From bottom to top, the colors of the Empire State Building will be purple, orange, and white.

Celebrating this historical moment in the show's history, the show will be incorporating images of the Empire State Building throughout the show. Empire State Building visuals will be seen on the cover of the official Spectators Show Guide, the columns of host Madison Square Garden and the show's official logo mark. Pictures of the Empire State Building in its official show colors will also be posted on the show's Web site. *(For more information on the show, please call 1-877-232-7469.)*

“To be honored by the Empire State Building is the highest accolade that the CFA could ever dream,” said Pam DelaBar, president of the Cat Fanciers’ Association. “The CFA and Iams are so very proud to be honored by the one of the world’s most majestic wonders.”

Brief History of the Empire State Building Lighting

In 1932, a searchlight beacon alerting people for 50 miles that Franklin D. Roosevelt had been elected president of the United States was the first light to shine on top of the Empire State Building, and in 1976, colored lighting was first introduced as the tower was lit in red, white and blue to celebrate the American Bicentennial. The Empire State Building’s tower lights are internationally recognized and are illuminated to commemorate holidays, events and causes that are of importance to New Yorkers, Americans and citizens of the world. An ESB lighting celebrates remarkable events, iconic traditions or significant anniversaries, such as E.U. Day, Lunar New Year, Earth Day, Veteran’s Day and many more.

About the Empire State Building

Soaring 1,454 feet above Midtown Manhattan, the Empire State Building is the “*World’s Most Famous Office Building.*” With new investments in infrastructure, public areas and amenities, the Empire State Building has attracted first-rate tenants in a diverse array of industries from around the world. The skyscraper’s robust broadcasting technology supports all major television and FM radio stations in the New York metropolitan market. The Empire State Building was recently named America’s favorite building in a poll conducted by the American Institute of Architects. For more information on the Empire State Building, please visit www.esbnyc.com.

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. You also can visit Iams on the Web at <http://www.iams.com>.

About the CFA

Founded in 1906 as a non-profit association of member clubs, The Cat Fanciers' Association, Inc. (CFA) is the world's largest registry of pedigreed cats. CFA's mission is to preserve the uniqueness and beauty of 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.

The CFA, headquartered in Manasquan, New Jersey, administers rules for the management of cat shows and promotes the interest of breeders and exhibitors of pedigreed cats. CFA and its affiliates work nationally with local shelters, at a grassroots level, to help improve the problem of stray cats and abuse, and to encourage neuter/spay programs. CFA has been instrumental in the development of several international charitable organizations such as CFA Disaster Relief, The Winn Feline Foundation and feline rescue and re-homing groups. For more information about the Cat Fanciers' Association, the pedigreed breeds of cats, or to find the nearest CFA cat show, visit www.cfa.org.

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Editors Please Note:

* Images from show of the 2005 – 2007 winners, including the 2007 Best of the Best winners are available!!! Please e-mail requests to peterdcollins@verizon.net or call (908) 499-1200.

** On Wednesday, October 15, there will be a Press Preview at Madison Square Garden, from 11:00 AM to 1:00 PM. All media are invited to meet some of this year's competitors and their owners.