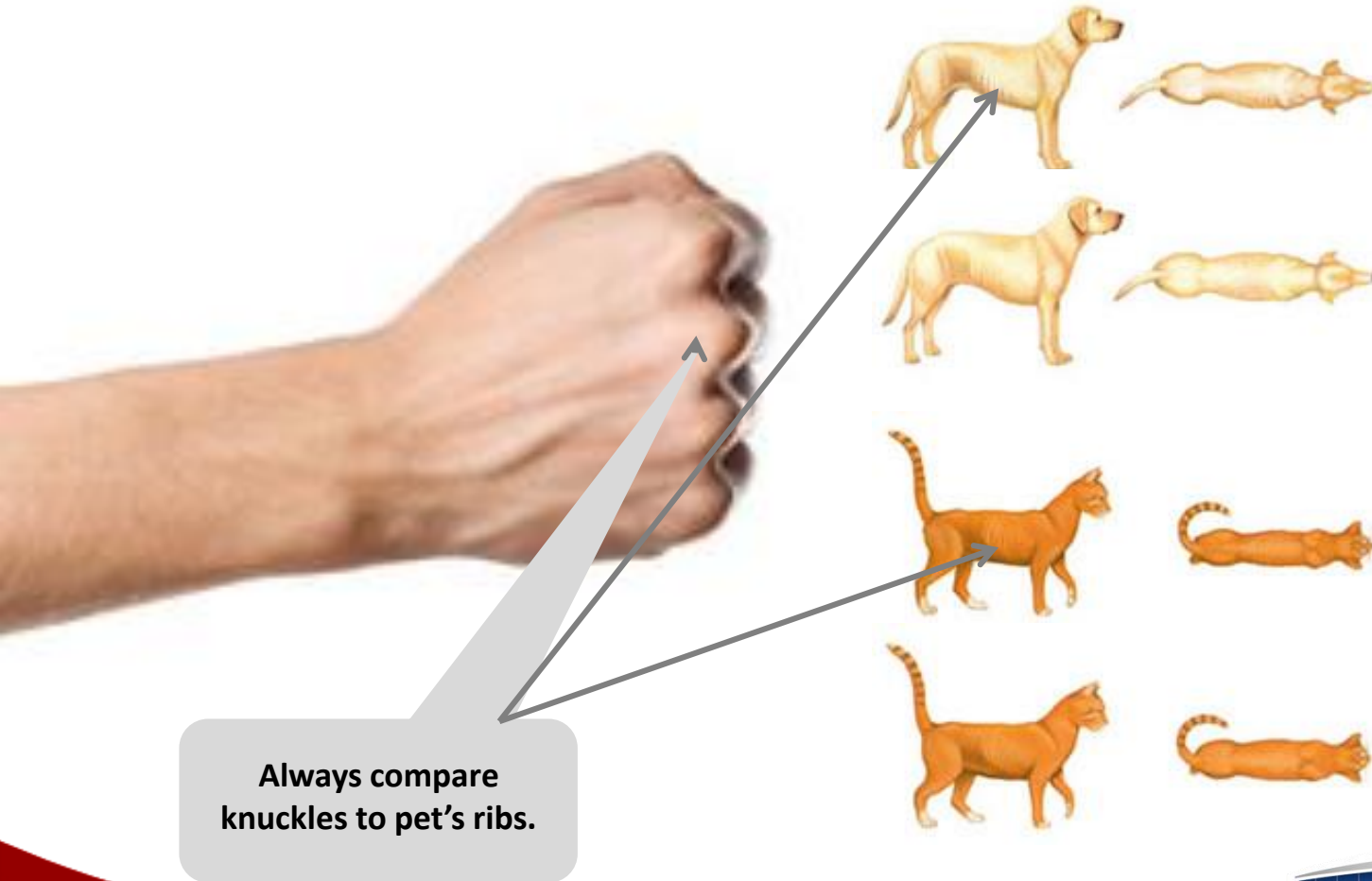


Body Condition Scoring for Pet Owners

An Easy Way to Tell if Your Pet is Overweight



Hand in fist; feel knuckles: Pet **Underweight** (BCS 1-2/5)



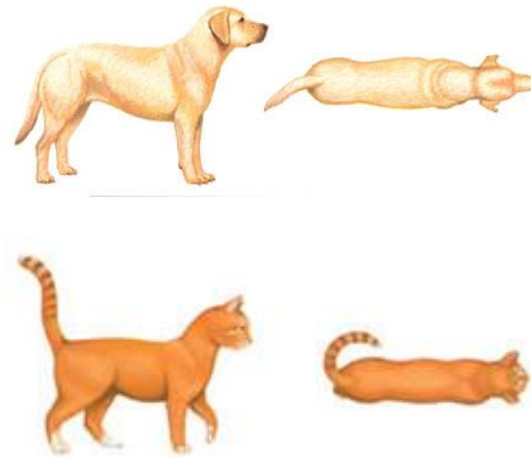
Always compare
knuckles to pet's ribs.



Hand Open; feel 'top' of knuckles: Pet **JUST RIGHT** (BCS 3/5)



Always compare
knuckles to pet's ribs.



Hand open; feel palm-side knuckles: Pet **Overweight** (BCS 4-5/5)



Always compare
knuckles to pet's ribs.





2012 Brand Plan

September 29th, 2011

Agenda

2011 Results and Drivers

- Scorecard
- Category Overview
- Competitive
- Business Drivers and Insights

2012 Plan

- Objectives and Strategy
- Elevate Nutrition and Activate Endorsers
- Accelerate Innovation
- Win on the Ground
- Summary and P&L