



The KraMar Pet Company Pty Ltd ACN 000 364 394
144 Hartley Road, Smeaton Grange, NSW 2567, Australia.
Locked Bag 5000, Narellan, NSW 2567, Australia.
T 02 4648 8500 F 02 4648 8599 www.kramar.com.au

VOLUNTARY PRODUCT WITHDRAWAL OF DOG TREATS

DECEMBER 9 2008

KRAMAR SUPA NATURALS CHICKEN BREAST STRIPS 150G – PRODUCT CODE 85148

KRAMAR SUPA NATURALS CHICKEN BREAST STRIPS 110G –PRODUCT CODE 85149

The KraMar Pet Company Pty Limited has announced a voluntary product withdrawal of its KraMar Supa Naturals chicken breast strips made in China.

KraMar is taking this step as a precaution because of an alleged association between the product and instances of Fanconi-Like Syndrome in small dogs.

The number of cases of illness reported to KraMar is 15, since the product was launched 15 months ago.

KraMar has been in discussions with Dr. Linda Fleeman BVSc PhD MACVSc, Senior Lecturer in Small Animal Medicine from the Faculty of Veterinary Science at the University of Sydney to investigate the issue of some instances of illness in dogs.

To date there has been no scientific evidence to link the product with the development of Fanconi-Like Syndrome.

The KraMar Pet Company had tested every shipment for E-Coli, Salmonella and Melamine. More recently at the request of some veterinary surgeons tests were done for other potential Toxins. The manufacturing facility in China has been approved by the Australian Quarantine Inspection Service (AQIS). All tests to date have been clear.

KraMar's CEO Bryan Fouche has announced that the decision has been made to withdrawal all Supa Naturals chicken breast strips from sale effective immediately.

Explaining the decision Mr Fouche said "KraMar regards the health and welfare of all dogs as paramount."

"We have been in the market of supplying dog care products for over 50 years and our customers rely on us to maintain the care."

"This precautionary measure has been taken despite the lack of scientific evidence because of our concerns for the welfare of dogs."

The symptoms of Fanconi-like Syndrome are:

- Decreased food consumption, although some may continue to consume the treats to the exclusion of other foods
- Decreased activity or lethargy
- Vomiting
- Diarrhoea, sometimes with blood
- Increased water consumption and/or increased urination

In severe cases, blood tests may indicate kidney failure and glucose in the urine may indicate Fanconi-like Syndrome. (According to data from the US Food & Drug Administration website, 26 September 2007)

KraMar advises customers whose dogs show any of these symptoms to immediately consult their vet if signs are severe or persist for more than 24 hours.

KraMar would like to reiterate that dog treats should not be used as a meal replacement and should only be used to reward, pamper and train your dog.

-ends-

For media enquiries please contact:

Mary-Lou Jarvis

Executive Director PR

Bay Street Mediaworks

Phone 02 92124335 Mobile 0414 309179