

**ATTENTION
LEGAL NOTICE
TO IAMS® CUSTOMERS**

**IF YOU BOUGHT IAMS®/EUKANUBA® DRY DOG FOOD PRODUCTS, YOU MAY HAVE
A CLAIM UNDER A NEW CLASS ACTION SETTLEMENT.**

WHAT IS THE CASE ABOUT?

A Consumer Class Action (Karen Pollack v. The Iams Company, Case No. BC 246118, Los Angeles County Superior Court) brought against The Iams Company challenged the feeding guidelines and related point-of-sale and website materials for the following dog food products: Iams Chunks®, Iams Lamb Meal & Rice Formula for Adult Dogs®, Iams Mini Chunks®, Iams Large Breed Adult Formula®, Iams Less Active for Dogs®, Iams Less Active Lamb Meal & Rice Formula for Dogs® and Iams Active Maturity Dog®, Eukanuba Adult Maintenance Formula®, Eukanuba Lamb & Rice Formula for Dogs®, Eukanuba Senior Maintenance Formula®, Eukanuba Large Breed Adult Formula® and Eukanuba Reduced Fat Formula®. The lawsuit alleges that the challenged feeding guidelines were too low. Iams has denied all of the material allegations in the lawsuit.

AM I A MEMBER OF THE CLASS?

You are a member of the Settlement Class if you are a California resident who purchased one or more of these dog food products from April, 1999 to the present.

WHAT IS THE PROPOSED SETTLEMENT ABOUT?

Iams' feeding guidelines have been reviewed by the United States Food and Drug Administration ("FDA"). Iams has agreed to make any changes required by the FDA in its product formulation and labeling. Iams has agreed to provide two coupons - one with an expiration date of approximately 30 days and the other with an expiration date of approximately 120 days - each providing \$5.00 off the purchase price of a 40 pound bag of Iams® or Eukanuba® dry dog food products, or \$5.00 off the combined price of any two other Iams® or Eukanuba® dry dog food products. Iams has agreed to pay \$10,000 to Plaintiff Karen Pollack to compensate for her time and efforts on behalf of the class. Iams shall pay attorneys' fees and cost of Class Counsel ("the Fee and Expense Award"), to the extent allowed by the Court. The Parties have agreed that Class Counsel may not seek more than \$1,230,000.00 for attorneys' fees plus \$70,000.00 for reimbursement of expenses. Iams will not oppose or object to any fee or cost reimbursement requests up to \$1,230,000.00 for attorneys' fees and \$70,000.00 for expenses.

WHAT ARE MY RIGHTS?

You have the right to exclude yourself from the class if you wish. Requests for exclusion from the settlement class must be postmarked no later than **May 12, 2003**. The last day to file motions to intervene and/or object to the settlement is **May 12, 2003**.

A Final Approval Hearing, at which time the Court will consider the adequacy and fairness of the settlement and any fee application, is scheduled for June 12, 2003 at 1:30 p.m., 600 S. Commonwealth Ave., Department CCW-309, Los Angeles, CA 90005.

MORE INFORMATION

A copy of the full Notice of Class Action Settlement and the form necessary to request exclusion from the Class may be obtained at the www.pollacksettlement.com or by writing to Class Counsel at the address below.

Do not contact the court if you have questions about this proposed settlement. Contact Class Counsel:

Clifford H. Pearson, Esq.
Daniel L. Warshaw, Esq.
Wasserman, Comden, Casselman & Pearson, LLP
5567 Reseda Boulevard, Suite 330
Tarzana, CA 91357