

Brand	US\$ sales	% chg vs. 2005	Unit sales	% chg vs. 2005
Iams	265 million	-1.0%	20.3 million	-2.8%
Purina ONE	155 million	-0.7%	12.3 million	-7.5%
Beneful	150 million	27.8%	17 million	22.3%
Private label	140 million	1.5%	23.8 million	-4.1%
Pedigree Mealttime	116 million	-26.1%	11.8 million	-24.5%
Total	1.6 billion	-0.9%	184 million	-4.1%

Total US food, drug, mass merchandiser dry dog food sales for the latest 52 weeks ending March 19, 2006.

Source: Information Resources, Inc., a leading global provider of enterprise market information solutions.