

ATTACHMENT 12

Transcript from S&M Press Conference, February 22, 2006

LEVICK STRATEGIC COMMUNICATIONS

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Moderator Ladies and gentlemen, thank you for standing by, and welcome to the Greenies Announcement conference call. At this time, all participants are in a listen-only mode. Later, we'll conduct a question-and-answer session. As a reminder, this conference is being recorded. I would now like to turn the conference over to your host. Please go ahead.

G. Grabowski Thank you, everyone, for dialing in, and in the interests of time, we're going to start now. Those who call in a little bit later can catch up. I'm Gene Grabowski; I'm a spokesman for S&M NuTech, maker of Greenies. As we said in our media advisory and those of you who we contacted, the purpose of our teleconference today is to clear up some misconceptions about the issue going on about Greenies right now and to present some data, to keep things in perspective. You'll be speaking with Joe Roetheli,

the founder and CEO of Greenies, and Chris Brandt, the general counsel of the company. Joe?

J. Roetheli

Thank you and good morning. As I'm sure you can all appreciate, the last few weeks have been difficult for us. We've had a lot of media coverage and a lot of questions put forth to us, and we'd like to spend a little time with you today putting some of those things in perspective. We're a very young company; we started selling product in 1998, hired our first person in the year 2000, and have grown to a family of about 90 people right now. That's just a tad of background on where we are and come from. I might also mention that we've sold about 730 million Greenies to date, and that's kind of the situation we're in at the moment.

If you look at the worst-case scenario, we have an incident rate of about one in 8.1 million Greenies sold, and if I might just relay one other story to you at this point, I grew up on a small farm here in the State of Missouri, and when I was about four years old we had a dog that every day took my hand and led me down to the mailbox, which was about a quarter of a mile away. I picked up the mail and came back. As you can appreciate, on a farm where you have feed around, rats and mice are quite common, and my dad had put some rat and mouse poison out. The dog

got in it and died; and so I really can empathize with people who have had an incident and lost a dog of any kind from any manner; and that's just a tad of background from me. Perhaps I'll let Chris Brandt, our general counsel, say a few words in opening, and then we'll move on to questions.

C. Brandt

Good morning. My name is Chris Brandt; I'm general counsel for S&M NuTech. I'm here to answer any questions that anybody might have on legal matters. As I hope you can appreciate, because we do have a pending lawsuit, there's going to be a limit to how much we can actually comment on; however, I do think it's important to point out that there is only one single lawsuit that is pending against us. But if you have any questions regarding it, I'll be happy to try to answer that. But I'll turn it back to Joe here.

J. Roetheli

One other item that I might mention at this point is that Greenies is really a dental treat. When we developed and got this product going, we really created a new category of product within the pet industry. There really wasn't much of anything in terms of a dental treat, and it has grown to the point now where much of the coverage and reporting of data does include a category called dental treats, which is what we are.

One of the really important points with dental treats is that they are a very effective and practical way to address the whole oral healthcare issue of dogs, and that is very important because if you look at the data, periodontal disease is one of the top ten diseases of dogs; it's one of the most under-diagnosed problems with dogs; and if a dog is not treated with some type of oral care, the chances are 80% that they will develop periodontal disease, and that will take three to five years off the life expectancy of a dog. So that's 15 to 30% of a dog's life, by doing nothing.

At this point let's just throw it open and take some questions.

Moderator

Thank you. One moment, please, for our first question. We have a question from the line of Laura Smitherman from *Baltimore Sun*. Please go ahead.

L. Smitherman

I had a question about – clearly you've had a lot of media coverage, as you said. Have you ever considered, along these lines, even temporarily, perhaps removing some of the larger bones off the market? Have you considered anything else, maybe keeping just a little bit from the market

or any other reactions have you considered to the attention you've received?

J. Roetheli

We've certainly considered many things, but we have changed the package instructions to make the directions on there for feeding more clear, and that will be coming out shortly. We have looked at a number of options of things that might be done. What we have found is that in terms of the product itself, that product is developed in a dosage-type setup. It's somewhat similar to if a vet were giving a dose of injection of some medication to a dog, and it takes a certain amount per size of dog to do the job effectively.

What we have not been able to find is any way of making the product as effective as it currently is by changing it. If we could do that, we certainly would do that. Greenies are safe if they're fed and chewed by the dog as we have on the bag. I don't know if you saw the vet release last weekend, but there are many vets who support us in what we're doing and what the effectiveness is of Greenies. You might note that the Greenies product is the only product that has earned the coveted VOHC Seal of Acceptance from the Veterinary Oral Health Council, and it's the only edible treat product that you'll find in there.

L. Smitherman You said you're going to change the packaging?

J. Roetheli Yes. We are in the process of making some changes on the packaging. One of the obstacles we've faced with the packaging is that many of our distributors along the northern part of the United States also sell into Canada; so by government regulation, we have to put both English and French on the packages in order to comply with the Canadian government rules, and that just means that the amount of information on there has to be massive, relative to the space we have. So the print is smaller than we'd like it, and we're trying to make some changes to help with that issue.

L. Smitherman Is that the only change?

J. Roetheli We're also putting on additional information about a program that we started called A Smart Treater and what a Smart Treater is, and how dog owners would take that and make it practical in their lives, seeking out products that are effective and have functional attributes, looking at a whole series of items that are involved with that. But they're pretty practical and straightforward for the consumer to use.

- L. Smitherman If you could repeat the statistic. You said the incidence rate is one in 1.8 million Greenies; is that right?
- J. Roetheli No, either I or – somehow we got that number reversed. It's one incident per 8.1 million Greenies sold; and that's under a worst-case scenario.
- C. Brandt Joe, if I can interrupt real quick, I think the number Joe is using, he's using a number that's been alleged in a lawsuit, which we think is highly exaggerated; we think it's a much larger number than it is.
- L. Smitherman What do you mean? Is it one in 8.1 million, or not?
- C. Brandt We believe it's substantially less than that. I mean that the odds are much greater than one in 8 million. The exact number, I don't think anybody knows exactly what that number may be –
- L. Smitherman When you say "incident," do you mean a dog sickened or a dog dying, or both?
- C. Brandt We're talking about any type of problem with our product.

J. Roetheli If you take the numbers that have been reported in the media, some other reports, then the incident rate goes to about one in 40 million.

L. Smitherman Have you tracked incidents at all?

C. Brandt Absolutely. Any time we are contacted by any individual that would have any type of problem with our product, we do a very thorough investigation of that. We have an in-house veterinarian that we have on staff that would contact their veterinarian to follow up on this, to see exactly what happened, so see what we can learn from this, and to see if Greenies were actually involved.

L. Smitherman So what's the incident rate according to your information?

C. Brandt We believe it's substantially higher than that. I mean, I don't think we have an exact incident rate that we would have, say, one in whatever; but we believe it's much safer than one in 8 million.

J. Roetheli It's certainly much safer than getting periodontal disease where you lose – 80% of the dogs lose three to five years; and that's very much the big picture of this is that if you look at all of the oral healthcare, what options

does the dog owner have in terms of caring for the oral health? As I see it, there's really four things the dog owner can do: the dog owner can do nothing, and then you get periodontal disease, and 80% of them, you lose three to five years of life expectancy. You can brush the teeth every day, and what the profession reports is that less than 8% of dog owners brush their teeth even twice a week; and they also report that even brushing every other day is not sufficient to maintain good gum health.

The third thing you can do is you can take them to the veterinarian, have their teeth cleaned professionally, and then you have the complications that can arise from anesthesia. The fourth thing you can do is use a product like Greenies that has very proven dental efficacy – a 64% reduction in calculus buildup. So that's the bigger picture of it, is what's the alternative and what are the risks and comparative nature there.

L. Smitherman

Well, okay. Just to wrap up, and I hate to keep pushing this, but how many incidents have been reported to you? How about putting it that way? Do you have a number?

J. Roetheli

I think that what CNN reported is in the basic ballpark of incidents that we know of; and we are cooperating fully with FDA. They have been here

and visited with us about the incidents that have been reported to them; so that number that FDA had was very similar to the one that was reported in the media – not the one that was reported in the media, not the one in the lawsuit, which is many times higher than what either was reported in the incident or the 15 that reported by FDA, and that's 15 total incidents over eight years of selling 730 million Greenies.

L. Smitherman Fifteen incidents total over the life of the product is what you're saying.

C. Brandt Let me clarify that: It's 15 that have been reported by the FDA. It's been reported in the media that there have been upwards of 60 or more incidents that have been recently reported in the media, and that is a number substantially similar to what we've had –

L. Smitherman What's your number? You don't want to say what your number is?

J. Roetheli Well, it changes every day a little bit, basically, because since the media attention has come to it, we have gotten some more in. But what Chris has said is that basically that's the ballpark where we're operating in.

C. Brandt I mean, we can talk about the exact number of calls that we've received, that's anybody that has claimed Greenies. But we find that we've had numerous calls from people that have been unsubstantiated or completely unrelated to Greenies, just because they – a person would call in and say, my dog had a problem with your product and my dog threw up. Well, it's difficult to define exactly what an incident is.

L. Smitherman Okay.

J. Roetheli I might add one thing to that, if I might, Laura. One of the things that happens with Greenies is that they are wheat-based, and just as with humans, there is a very low percentage of dogs that are allergic to wheat; and if they are, they will throw up or get diarrhea, and we get those kinds of calls also from time to time that are kind of mixed in and complicate getting an exact number real easily.

L. Smitherman Okay. One more question: When are you going to do the change to the packaging? And can I find out this new program you have online or something?

- J. Roetheli Yes. The Smart Treater program is listed on our Website, Greenies.com. That should be up there. And the packaging, I'm not exactly sure when that's going to hit, but it will be in the not-too-distant future. I know that they were working on it last week to get some finalization on it, and then we've got to of course get packages printed and filled before they'll actually get out in the supermarket place.
- L. Smitherman Will it contain any new warnings, or just larger-print warnings?
- C. Brandt It will actually contain new wording and some additional – increasing the number of instructions for people, making sure that they're feeding the correct size of product for the right size dog.
- J. Roetheli I might add to that that they're actually not warnings that we're putting on; they're basically instructions for feeding. If you go to Smarttreater.com, that's where you'll find the best information on the new program.
- L. Smitherman Okay, thank you.
- Moderator Our next question comes from the line of Denise Fling with *Newsday*. Please go ahead.

D. Fling To follow up on my colleague's question from the *Baltimore Sun*, can you tell us how many times the company has compensated individuals who have lost dogs to Greenies incidents, or whose dogs have had to undergo surgical procedures? My understanding is that you've done some settlements with folks, and I'd like to get a sense of what that number is.

C. Brandt Certainly, if we feel it's appropriate, if a customer has contacted us and had a problem, we have compensated various individuals with that. I don't have that number of exactly how many; and in addition, we kind of respect the confidentiality of our clients to not disclose details with that.

D. Fling I'm not asking for detail. How about a ballpark number? Is it dozens, hundreds, thousands?

C. Brandt Certainly it would be more in the dozen category as opposed to the hundreds or the thousands.

D. Fling And you're talking every – because there are different permutations here. Some of these dogs have had fatalities, some of them may have had esophageal obstructions, which my understanding is, is relatively

common; and you're considering that whole spectrum when you give that general number of dozens?

C. Brandt Yes, ma'am.

D. Fling You're saying dozens but under a hundred; is that accurate?

C. Brandt It is one of those things where we've – there are times when if it's unclear if it's even related to Greenies, and we've compensated some customers just because we value the customer's goodwill in this. To give an exact number or to give a ballpark number, I don't think – I would say we certainly have had, as far as the fatalities, certainly less than 20.

D. Fling You've compensated for less than 20 fatalities?

C. Brandt Yes.

D. Fling Okay. And in terms of overall compensation, you say dozens. I'm just trying to get a sense of how many dozens. Is it less than a hundred in terms of overall compensation?

J. Roetheli Yes; I'm relatively positive of that. And here's what we're really trying to do: We realize that it is a very emotional thing. As I said at the beginning, we lost that dog; we actually lost the dog that we developed Greenies for, Ivan, to kidney disease. And I know and our family knows how sad and heartbreaking that is. So we at least try to go back in and if it looks like it's in any way related to Greenies, we try to compensate the dog owner, pay their veterinary expenses or whatever seems to be appropriate, and really try to take care of it because we know that it's heartbreaking. We also know on the other hand that Greenies are saving a lot of dogs' lives because they're keeping them from getting periodontal disease.

D. Fling The coverage over the last couple of months about some of these incidents, can you tell us a little bit how that's impacted sales?

J. Roetheli I think we can give you some clue; it's kind of a changing target. Sales have basically remained firm, strong. We don't know what will happen after last week, was a pretty big week in the media. But basically we have about half a dozen of our people out at a major veterinary show out in Las Vegas right now, and the reports back from them are that veterinarians are being very supportive overall; there are some that are not, but overall

they've been very supportive. We know that there are good sales going on in certain areas, and there are some areas where the sales are down a little bit. They aren't down hugely. But I think given the amount of coverage that has gone on, we've done relatively well; and I think it says a lot about the strength of the product. Sales in general are up. There are pockets of lost sales, but overall we're relatively pleased with what's occurred in the marketplace, given the media.

D. Fling

I'm on the Smart Treater Website right now, and I think there is a philosophical question that that sort of raises in talking to folks, and I wrote about this, as you probably know, about two months ago; it was one of the first print stories about the Burt lawsuit and got a lot of private e-mails from individuals. One of the things I heard over and over again was, and something that I think the Smart Treater site echoes, is that there is an onus on the part of – some owners feel an unfair onus being put on them to monitor the dog; that is, everything will be fine if your dog does it right, if your dog chews it up right, if your dog is not a gulper – that it behooves the owner to be the one to be doing this monitoring.

Do you want to speak to that, to the sense of is there some undue responsibility being put on the owner and on the dog to make sure you eat

this treat according to the specifications, which some people would argue are – a dog that's a gulper, there's not a whole lot you can do to intervene, you know? It is a dog we're talking about.

J. Roetheli

I think that as with any product, the instructions are very important. Even with toothpaste and how you use it, especially with children, is very important; and to a degree at least, Greenies are serving in effect as a toothpaste to help clean the teeth. So I think it is important that owners – and this is not specific to just Greenies – any kind of a hard product; it's important that they get fed appropriately.

For example, one of our company mascots, Max, is about a 140-pound Greater Slip mountain dog. Before he was a year old, he actually choked on regular dog food seven times. Now, I knew after the first couple times that he tried to inhale the whole bowl in one gulp, and so I have to watch him. We could not give him Greenies initially. We had to kind of work with him before he became an eligible candidate for Greenies. And I suspect – I know that this dog Max is out of a large litter of dogs, and I think that those dogs tend to be a little more inclined to do that; and to some extent, a pet is like a child – its owner has to observe how the Greenies are eaten. And I think that that's a pretty important piece of

advice. It doesn't matter whether it's a Greenies, whether it's another hard treat type of product. Dogs will gulp.

D. Fling

So you're saying that the level of responsibility you're placing on the owner to monitor this is, in your opinion, reasonable.

J. Roetheli

Oh, I think so. If I had a different hard product, I'd give them the same warning, or same directions for feeding them. It just is important, and I think it's probably – 99% of dog owners do it very well, but we do know that a very disproportionately high number of the incidents that we have, have been when the right size was not fed or the dog gulps it. That's virtually the entire population of our incidents. So I think it's appropriate that we get owners to be aware of that, just as I think it's very important that dog owners really understand the impact that periodontal disease has on a dog. That is a huge, huge issue in terms of what it can do in terms of dogs' life expectancy.

D. Fling

I have one more question, which is on the cat version of Greenies and I've been getting a lot of e-mails about the feline Greenies. Can you just reiterate the difference in formula and whether there have been any adverse reports?

C. Brandt

As you probably know – I'll let Joe talk specifically about the difference in the formula, other than one is a molded, very hard treat and the other is an extruded product very similar to, if you bought some feline Greenies and compared it with just a cat food, you would see that it's substantially similar to that. But we've had only one person who has contacted us with any problem with feline Greenies, and we're investigating that. It seems to be a – well, we'll just say we're investigating that. We have not found anybody that has any substantiated claim with regard to the feline Greenies product.

J. Roetheli

Those products are very, very different in how they're basically put together. The formulas are quite different; both of them do have some wheat. So I think some people are just making the automatic assumption that they must be the same, and they are not. They are processed very differently also, and the size is very different. Cats do love them; I know we've got a company mascot cat that basically found two packages – and this is a de-clawed cat, by the way, on the front – and how she got the bags open, we don't know; but in one day, she consumed two whole bags of it and certainly had no problems. And we really have not had any substantiated incident-type issues with the product at all –

- D. Fling It's essentially a kibble-type product.
- J. Roetheli It is a kibble-type product. As Chris said, if you look at that and you look at cat food, they're pretty similar in terms of consistency and the way they're made, and the basic formula. It's just that we've put some ingredients in there specifically to help clean the teeth, because it's not just with dogs that periodontal disease exists, it's with cats too, although it is slightly lower in cats according to professional literature. They're saying with cats it's probably 60 to 80% versus dogs, it's more in the 80 to 90% range of the dogs that get periodontal disease.
- D. Fling On this one case that you're still looking into, was that a fatality?
- C. Brandt It was not.
- D. Fling It was a surgical intervention?
- C. Brandt It actually didn't even involve surgery. In fact, the cat basically just got put in for observation and the vet released it like a day later, and apparently the cat was fine after that.

D. Fling One last question: Is a transcript of this going to be available or not, of the teleconference?

C. Brandt Yes.

D. Fling Okay, thanks. That's all I have.

Moderator We have a question from the line of Theresa Intretin from Advanced Star Vet Healthcare. Please go ahead.

T. Intretin I have a question for Joe. Would you talk a little bit about the digestibility of the product? If a dog does swallow a chunk, what's expected to happen to it in the stomach and throughout the intestine?

J. Roetheli Yes. We have conducted independent third-party tests on digestibility. It's what is known as an AAFCO protocol, which is the American Association of Feed Control Officials, that put out the specifications of how such a test should be done. We did that. What this independent lab found was that it was about 85% digestible, and that's a little bit higher than a premium dog food. It digests very well; in fact, it also helps if

there's other dog food or something, for that other material to be more digestible.

The real big picture here is overall dog safety. I think from my perspective at least, and if you look at that in the big picture of oral healthcare, Greenies is probably about the safest, most effective, most practical thing that a dog owner can use to prevent periodontal disease and the associated things that go along with that. Because what happens with periodontal disease is the gums will begin to bleed after a while; bacteria will get into the blood stream; they will go to vital organs and that's where the real damage is done.

T. Intretin

Okay. Just to clarify: the independent study on digestibility, did they examine larger than normal pieces of product being swallowed, or was that this – the 85% digestibility, is that in relation to a thoroughly chewed product?

C. Brandt

They actually just fed the dogs the product and then within the study, they would actually just take fecal samples and determine what type of nutritional value was absorbed by the dog and what actually passed through with this; so to feed a dog or to force-feed a large piece of a

product down a dog's throat, I don't think that would pass any type of protocol.

J. Roetheli

Yes, and I might mention that all the feces and output is collected.

Basically what they do is they measure everything that goes in and everything that comes out, and then that's basically how this AAFCO protocol determines digestibility.

T. Intretin

Okay, so do you have any information on what does happen in the dogs that tend to gallstones? As far as digestibility?

J. Roetheli

What we know is basically the same as with many other foods. If you think about, for example, an apple, a potato, a carrot, even a piece of steak, if a dog gulps that whole piece, it will go down into the stomach and intestines, and there's too much volume of material there per surface area, and the dog tends to have a difficult time digesting it. In most cases what will happen is that the dog will pass it ultimately. On rare occasions, it will cause an obstruction and that can happen with anything. About – I don't know what it was, maybe three years ago – one of our Kansas City police canine dogs was given a big chunk of steak and swallowed it, and actually died from the piece of steak.

T. Intretin Okay, Joe, that's all I had. Thank you.

Moderator We have a follow-up question from the line of Denise Fling with
Newsday. Please go ahead.

D. Fling Back on the digestibility issue, does your packaging say 100% digestible?

J. Roetheli No, it does not. That has been one of the major, major confusions that has
come out of here. It says 100% edible, and that is true. I formulated it
myself. It all begins as human food-grade ingredients, and –

D. Fling Okay, but it sounds like there's an issue of semantics here. Consumers
equate edibility with digestibility, and I know scientifically or according to
AAFCO standards, that's not the case. So when we talk about
digestibility, when we say this product is 85%, I believe, was the stat,
digestible?

J. Roetheli Yes, that's correct.

- D. Fling That does not mean that 85% of the product gets broken down and only 15% is eliminated, does it?
- J. Roetheli Yes.
- C. Brandt That's actually what it does mean. 85% of the product can be absorbed. If it were 100% digestible – if you ate a food that was 100% digestible, you would have no waste products.
- D. Fling Okay, but the vets I have talked to have said – the question is, I guess, what's the length of time that it takes to break down the product? Is that indefinite?
- C. Brandt As Joe was talking about earlier, I believe it depends upon the amount of surface area you have. If you have a very large piece, it's going to take a lot longer for the digestive juices to break it down.
- D. Fling So if my dog swallows a chunk of a Greenie which is 85% digestible, but it's a really big chunk with limited surface area and it takes my dog two weeks – eventually his stomach acids will break it down, but in that two weeks, he becomes septic and dies – that seems to be the issue here, right?

I mean, it's not that it's immediately digestible and then gets out of the way of whatever harm it could cause.

C. Brandt It's going to depend on the dog. For some dogs it could take a day to digest a very large piece; for some it could be two days, for some, three. It's going to depend on the specific dog and what else is going on in their digestive systems.

D. Fling Have you rethought using the word edible on the labeling, only because while technically certainly it is edible in that it contains human-grade ingredients or ingredients that can be eaten, that the consumers are perhaps misinterpreting that particular piece of semantics?

C. Brandt I believe we've looked at the entire label. I don't know if that specific point – I think you raised an interesting question; we can certainly look at that.

J. Roetheli I'm certainly open to that. That wasn't something that had really crossed my mind, in the context that you have presented it here. But I have no aversion to taking a look at that and see, and we may pull it. Thank you for the insight; we appreciate that.

D. Fling All right, that's all I have.

Moderator There are no questions at this time. Please continue.

J. Roetheli I think what I'd really like to emphasize is that we keep this whole issue in balance, and that doing nothing is probably the worst thing that a dog owner can do in terms of periodontal disease, because it is a real killer. It's a silent killer. A lot of people lose their animals and they don't even realize that it's from periodontal disease, because they take it in and the vet says something like, well, your dog died of kidney failure. Well, the kidney failure may well be because periodontal disease let bacteria get in there and get to that vital organ, be it the kidney, the heart, or something else.

That is a major, major issue which has not gotten a lot of coverage, and I think it's really relevant that we're talking about these issues right now, because some of you I know know – others may not – February is designated as National Pet Dental Health Month, and that was started long before our company even came into existence. But I don't think I've seen a single story yet this February that really emphasized the oral care and the

impact that it can have on dogs' lives, and I just think that's very, very important. It's one of the reasons we started the company. I don't know if you know the story of how we started. My wife wanted me to do something about our dog that had bad breath and dirty teeth, and the result ultimately was Greenies.

C. Brandt

I think to wrap this up, we'd like to emphasize that Greenies are safe, and we think that it's very important that consumers do follow the instructions and that's why we are revisiting our bags and are going to be coming out with additional instructions. In addition, if you'd like more information, we want to emphasize you can go to www.thetruthaboutgreenies.com. That will include all kinds of information. That's all we have. Joe, do you have anything else?

Moderator

We have a question on the phone from the line of Michael Sorkin with *St. Louis Post Dispatch*. Please go ahead.

M. Sorkin

How much were sales last year in dollars?

J. Roetheli I think that the numbers that I've seen in terms of retail was that our retail value sales was about \$340 million. That's after only eight years of selling.

M. Sorkin So that was last year?

J. Roetheli That was 2005, I believe.

M. Sorkin Calendar-year sales were \$340 million?

J. Roetheli Yes. So with that amount, there's an awful lot of dogs' lives that have been extended and saved by the product.

M. Sorkin Also, you say that Greenies are safe. How do you account for the independent vets who are now cautioning their patients that Greenies may not be safe?

J. Roetheli I think that we have some vets who are certainly saying that; there's evidence of that, certainly. But the vast majority of vets are basically saying that they are safe; that dog owners need to do something for their dogs' dental, oral health. There's a lot of leading doctors out there that are

advocating them, selling them, and are very supportive of what we're doing. And yes, we have some people who are not, and that –

C. Brandt And we certainly would allow – we think the vets are certainly entitled to their opinion, but we don't – for a vast majority of the vets, they're not saying Greenies are not safe; they're just exercising caution, to make sure that their clients are receiving the best instructions possible.

Is there a next question?

Moderator Yes. We have a follow-up question from the line of Laura Smitherman. Please go ahead, from *Baltimore Sun*.

L. Smitherman I'm sorry, not to prolong it, I just have a question. You just said that you would revisit the issue of digestible versus edible and how that's worded on the packaging; but clearly that wouldn't be done for the latest.

J. Roetheli I don't know for sure if it's hit the press yet for printing bags or not. If it hasn't, Chris and I can run down and take a look at that with our marketing people immediately after we conclude here, and if it's not, we still may have time to do it. But that doesn't mean the product isn't safe;

that's just a clarification for consumers, dog owners; because what we really are interested in is the welfare of the dog and the dog owner, and that's basically why we created Greenies and continue to realize how much good this product is really doing.

L. Smitherman I looked at the Smarttreat.com Website. What are the additional instructions?

J. Roetheli I couldn't hear your question very clearly.

L. Smitherman You said you were coming out with additional instructions. What are those additional instructions?

J. Roetheli If you look at the – SMART is an acronym in that program, and it's the items that are involved in the SMARTS treating – seeking out products that are really effective and doing something, and not just a treat that is solely a treat. Because Greenies as a dental treat are a functional product as opposed to just a snack; and I think that's a major, major difference.

The M is talking about ways that we go about doing things, monitoring the product, how it's fed. And A is asking your vet about the product, and we

don't shy away from doing that. Then we really want people to read those directions and follow them, and that's kind of the basics of it. But we think that that's pretty important, and it's not long and complicated. It's something that's fairly easy for the dog owner to understand, I think, at least.

L. Smitherman Okay.

Moderator There are no other questions at this time.

M We'll hold it open just for a little bit, if someone else has a question, but we'll take one more. If anyone has a question, please come forward.

Moderator We have a follow-up from the line of Michael Sorkin.

M. Sorkin I just want to know where can we get the transcript and when.

M Alejandro Owens will have that for you; we'll get it as soon as we can.
We will definitely have a recording of this first, and then from that, we can make the transcript.

M. Sorkin Will the transcript be available today?

C. Brandt We'll do our best.

M. Sorkin And how can we get it?

M We'll have it e-mailed to you. Just send an e-mail to Alejandro. That's aowens@levick.com.

M. Sorkin Thank you.

J. Roetheli I want to thank everyone that's called in today and taken this time to listen to this. I hope that we'll keep this whole issue kind of in balance, and consider some of the other things that have been going on, and hopefully we can stop the misinformation, and hopefully we can clarify some things. Chris and I will be looking at that package with the word "edible" and see whether that's gone to press already or not.

I think that the real issue that I want to convey is oral health is just extremely important for pet owners, both dogs and cats; and Greenies is a product that is very safe relative to any of the options that I've seen

anybody come up with and talk about, despite the fact that we have had a rare incident with it. If you look into the other options, you're going to find the same thing, and it's going to be at a multiple factor of the Greenies level, from everything that I've been able to find.

Thank you very much, we appreciate your time. Good day.

Moderator

Ladies and gentlemen, if all of your questions have not been answered, please contact Alejandro Owens at 202-973-1312. That does conclude your conference for today.