

Recall -- Firm Press Release

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Premium Edge, Diamond Naturals and 4health Dry Cat Food Formulas Voluntarily Recalled Due to Possibility of Low Levels of Thiamine (Vitamin B1)

Contact:

Consumer:

888-965-6131

Media:

877-274-7391

FOR IMMEDIATE RELEASE - March 10, 2013 - COLUMBIA, S.C. - Diamond Pet Foods is voluntarily recalling limited production codes of Premium Edge Finicky Adult Cat Formula dry cat food, Premium Edge Senior Cat Hairball Management Formula dry cat food, Premium Edge Kitten Formula dry cat food, Diamond Naturals Kitten Formula dry cat food and 4health All Life Stages Cat Formula dry cat food. Tests conducted by the company indicated the products might have a low level of thiamine (Vitamin B1). There have been no complaints regarding thiamine levels, or any other health issues, related to these products. In association with this voluntary recall, Diamond Pet Foods has tested all other Diamond brands for thiamine deficiency to ensure the safety of the cat food it manufactures. No other product manufactured by Diamond Pet Foods is involved in this voluntary recall.

Only product with the following Best By dates and Production Codes are included in the voluntary recall. Further distribution of these affected production codes has occurred through online sales. It is best to check the production code to determine if the product has been recalled or not.

Product	Size	Production Codes	Best By	States
Premium Edge Finicky Adult Cat Formula	18 lb. bags	NGF0703	10-Jul-2013	Massachusetts
Premium Edge Finicky Adult Cat Formula	6 lb. bags	NGF0802	15-Aug-2013, 16-Aug-2013	Florida, Massachusetts, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Virginia
Premium Edge Senior Cat Hairball Management Formula	6 lb. and 18 lb. bags	NGS0101	03-Jan-2014, 04-Jan-2014	Colorado, Michigan, Minnesota, Missouri, Oklahoma
Premium Edge Senior Cat Hairball Management Formula	6 lb. and 18 lb. bags	NGS0702	10-Jul-2013	Florida, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Virginia

Premium Edge Kitten Formula	6 oz. samples, 6 lb. and 18 lb. bags	MKT0901	26-Sept-2013 29-Sept-2013 30-Sept-2013 02-Oct-2013	Florida, Massachusetts, Michigan, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Virginia
Diamond Naturals Kitten Formula	6 oz. samples and 6 lb. bags	MKT0901	30-Sept-2013	Alabama, Florida, Georgia, Indiana, Kentucky, North Carolina, Ohio, Pennsylvania, South Carolina
4health All Life Stages Cat Formula	5 lb. and 18 lb. bags	NGF0802	14-Aug-2013, 18-Aug-2013	Alabama, Connecticut, Delaware, Florida, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia, West Virginia

"At Diamond Pet Foods, we have a process where we continuously test our products, and this process allowed us to find the undesired levels of thiamine in some of our cat formulas. Our food safety protocols are designed to provide safe food on a daily basis," says Michele Evans, Ph.D., Diamond Pet Foods Executive Director of Food Safety and Quality Assurance. "In the event an error occurs, we have the data to quickly alert pet owners, giving them the confidence they demand of a pet food manufacturer."

Pet owners who are unsure if the product they purchased is included in the recall, or who would like replacement product or a refund, may contact the Pet Food Information Center at 1888965-6131, Sunday through Saturday, 8 a.m. – 6 p.m. EST. Consumers also may visit Website - <http://www.petfoodinformationcenter.com>¹ for additional information.

Cats fed product with the previously listed Production Codes and Best By dates exclusively for several weeks may be at risk for developing a thiamine deficiency. Thiamine is essential for cats in maintaining normal nervous system function. Symptoms of thiamine deficiency displayed by an affected cat can be gastrointestinal or neurological in nature. Early signs of thiamine deficiency may include decreased appetite, salivation, vomiting and weight loss. In advanced cases, neurological signs can develop, which may include ventriflextion (bending towards the floor) of the neck, wobbly walking, falling, circling and seizures. Pet owners should contact their veterinarians immediately if a cat is displaying any of these signs. If treated promptly, thiamine deficiency typically is reversible.