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# Press Release

## **Wild Kitty Cat Food Introduces First Organically-Sterilized Raw Cat Food**

**Kennebunkport, Maine, May 2<sup>nd</sup>, 2007:** This small, Maine-based company continues to revolutionize the pet food business with the first organically-sterilized raw cat food. Wild Kitty PURE Raw Cat Food will hit the stores May 10th. The human-grade cat food will be the first to utilize Ultra High Hydrostatic Pressure (UHP or HHP) to kill food borne pathogens like Salmonella and E. Coli bacteria, naturally present in raw poultry. This cold-pasteurization process maintains all the proven nutritional benefits of a raw feline diet, while insuring a safe product for even immuno-compromised consumers to handle. UHP is considered an acceptable "Kill Step" for viruses like Vibrio and Avian Flu and bacteria like Listeria and Campylobacter. It does not alter most enzymes and has no effect on nutrient levels of foods. This process is used primarily to pasteurize fruit juice or high-value meat and seafood products. This is the first time this high-tech process has been used to ensure safety of pet food.

Wild Kitty Raw Cat Food was the first raw cat food to pass an independent All Life Stages Feeding trial at a major University that proved the safety and nutritional value of a raw diet for cats and kittens. Wild Kitty is the first cat food to provide a Complete and Balanced diet, using only whole foods, and without the addition of vitamin supplements. Wild Kitty Cat Food was one of the first raw cat foods to be manufactured under the USDA's voluntary pet food inspection program which includes full time USDA inspection in a USDA human food plant. Wild Kitty Cat food was also the first, and only, raw pet food tested and recalled by the FDA for Salmonella, a naturally occurring pathogen in raw poultry. No reports of illness of cats or people were reported to the CDC, FDA, or the company in regards to the February recall. The source of the salmonella contamination was found to be the USDA inspected whole poultry purchased by the company from the human food supply network.

Wild Kitty Cat Food will continue its mission of supplying the most natural, nutritionally-superior food for cats available on the market today. Wild Kitty uses only certified humanly-raised poultry that is vegetable-fed/antibiotic-free, in addition to shucked clams, organic vegetables and brans. The food is available in a 3.5 ounce single serve container. The food comes in four formula's; Chicken with Clam, Duck with Clam, Sushi with Conch and Turkey with Clam.

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