



## An Important Message for Procter & Gamble Shareholders

The board of directors\* urges P&G shareholders to vote *for* Shareholder Proposal #5 concerning exclusive use of in-home testing of all Iams and Eukanuba pet foods.

P&G's subsidiary currently keeps dogs and cats in laboratory cages and kennels in contract facilities and in Iams' own Dayton-based facility to conduct experiments for its pet foods that are neither necessary nor required by any law. Iams' experiments on animals were exposed by an undercover investigation causing P&G and Iams embarrassment and loss of customer base. See video at [www.iamscruelty.com/iams-video.asp](http://www.iamscruelty.com/iams-video.asp).

The board of directors of \*People for the Ethical Treatment of Animals (PETA) asks that you vote "Yes" on this very reasonable proposal. Humane leadership will increase profits for Iams and P&G and will keep PETA from dogging the company.

for more information, visit [IamsCruelty.com](http://IamsCruelty.com).

**PETA**