



THE MARKET

Don't try to come between people and their pets. The love affair with domesticated animals is intense, and most people would probably give up friends and even (certain) members of their families before they would allow anyone to separate them from their special cats, dogs, birds, rabbits, hamsters. . . .

U.S. sales of pet food and snacks were estimated at approximately \$14 billion in 2003 for dogs and cats. Within this market, cat food accounted for roughly \$4.2 billion of the sales.

A healthy cat can live for up to 20 years, and the care and feeding of a single family cat can cost thousands of dollars over the cat's lifetime. With such an investment, financial as well as emotional, people doubtlessly want to provide the highest



quality of life possible for their cats, and the personal rewards of such an investment are unquantifiable. Given the more than 35.3 million (and growing) cat-owning households in the United States, the opportunities for a brand that can intensify the pet-owner relationship are enormous.

Del Monte Foods is one of the country's largest and most well-known producers, distributors, and marketers of premium-quality, branded, and private-label food and pet products for the U.S. retail market. One of the most prominent and well known of the Del Monte brands is 9Lives® cat food, which offers innovative taste offerings for the most discriminating palate as well as 100 percent complete and balanced nutrition . . . as one finicky feline named Morris® the cat can testify.

ACHIEVEMENTS

9Lives recently passed its 50-year anniversary of providing food to America's feline market. Over that time, 9Lives — which was the first branded cat food sold — has been part of significant developments in the pet food industry, both from product and promotion perspectives.

From the time that the original 9Lives product — the first wet cat food available — came onto grocery store shelves, a continuous stream of accomplishments has followed, helping to build the brand that finicky cats and their owners know today. Achievements during that time include:

- 1962:** 9Lives launched the first formed meat canned cat food: Chicken Meatballs in Cream Gravy.
- 1967:** Super Supper® launched, which has become one of the best-selling canned cat food flavors in history.
- 1970:** 9Lives launched its dry cat food line and became the first brand of cat food to offer a complete line of wet and dry production to satisfy consumer's needs.
- 1982:** 9Lives introduced the first sliced products: Sliced Beef, Sliced Turkey, and Sliced Veal.
- 1989:** 9Lives introduced Easy Open Lids on wet cat food — the first cat food package with this added consumer benefit.
- 1990:** 9Lives was among the first products to adopt a Dolphin Safe policy on tuna that was used in its production. 9Lives introduced Lean Entrees, the first wet cat foods designed for overweight cats.
- 1998:** 9Lives introduced the 4-packs, aiding retailers in streamlining their supply chains in a cost-effective way.
- 2002:** Del Monte acquired Heinz Pet Products and committed additional resources to grow the brand's equity, penetration, and sales. Also, 9Lives wet launches the brand's first variety pack.



In 2004, 9Lives dry and wet experienced strong share and volume growth because of significant product improvements and the return of mass consumer support. All of this activity also helped Morris the cat come out of retirement, thus reintroducing the brand's celebrity feline to his American public. Now 9Lives canned cat food is the third-largest cat food brand in the United States.

HISTORY

Starkist Foods, Inc., introduced 9Lives brand cat food in 1954, giving birth

to the wet cat food category. All of the original 9Lives products were made with 100 percent red meat tuna. In 1963, the H.J. Heinz Company acquired Starkist Foods, Inc., and in 1970, 9Lives launched the dry cat food line, becoming the first brand of cat food to offer a complete line of canned and dry products to satisfy the needs of consumers — both human and feline.

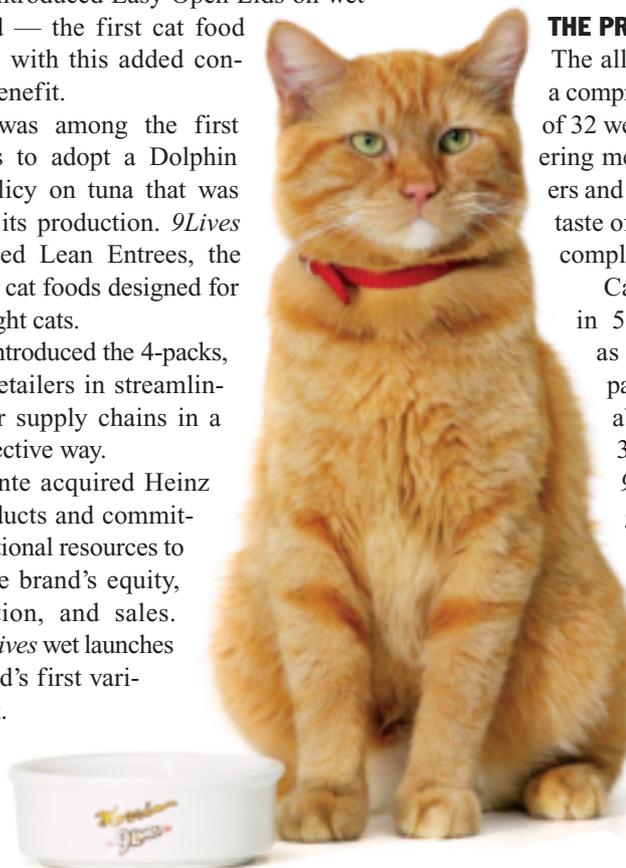
Del Monte Foods purchased the Heinz Pet Products business in 2002. Since then, Del Monte has committed significant resources to grow brand equity, penetration, and sales — essentially undertaking a completely successful reintroduction of the brand to the American consumer.

THE PRODUCT

The all-new 9Lives menu features a comprehensive, delicious offering of 32 wet and 3 dry varieties, delivering mealtime excitement to owners and their cats with the delicious taste of real meat plus 100 percent complete and balanced nutrition.

Canned varieties are available in 5.5- and 12.3-ounce cans, as well as 4, 12, 24, and 36 packs. Dry varieties are available in 18-ounce boxes and 3.5-, 7-, and 18-pound bags. 9Lives is so proud of the great taste of its cat food that the packaging features a large food photo that clearly illustrates the "real food" inside.

9Lives offers an incredible menu of flavor options for discriminating cat palates. When going down the grocery aisle, cats' personal shoppers



can choose among the following specialties, and *9Lives* is continuing its effort to develop more:

9Lives dry

- Beef Tenderloin & Roasted Turkey Flavor
- Roasted Chicken & Smoked Salmon Flavor
- Grilled Tuna & Egg Flavor

9Lives wet

- Tender Slices with Real Gravy (beef, chicken, and veal)
- Ground Entrée Dinners (tuna & shrimp; salmon; chicken, lamb & rice; turkey; turkey & giblets; ocean whitefish; ocean whitefish & tuna; chicken; liver & bacon; chicken & tuna; beef; chicken & seafood; beef & rice)
- Savory Shreds with Real Gravy (turkey, chicken, chicken & salmon, chicken & beef)
- Tender Nibbles with Real Gravy (beef and chicken)
- Tender Carvings with Real Gravy (whitefish, salmon, and beef)
- Flaked Entrée Dinners (tuna and cheese in sauce, tuna and egg in sauce, flaked tuna in sauce)

RECENT DEVELOPMENTS

In 2004, *9Lives* reentered the advertising arena with its first commercials in more than 10 years. Yet because of his presence in the American consciousness, most consumers would probably say that *Morris* the cat, the spokesfeline for *9Lives* cat food, had never even gone away. Upon *Morris* the cat's return to television, *9Lives* experienced volume and share growth for the first time in nearly a decade. The brand was revitalized and positioned for growth behind a "real food" platform.

The brand is committed to providing the best quality product, contemporizing the *9Lives* brand, driving impulse and trade effectiveness, and capitalizing on trends in the category.

PROMOTION

No story about *9Lives* cat food is complete without *Morris* the cat. With a cat food formulation that delivers on exceptional taste

and complete nutrition, *9Lives* hit a homerun when the brand recruited *Morris* the cat, the most finicky of felines known for his discriminating palate.

The original *Morris* the cat was a streetwise homeless cat whose hours were literally numbered when he was discovered in a Chicago

Throughout his more than 30 years in show business, *Morris* the cat has been a popular guest on a number of television shows including *Good Morning America*, the *Today* show, *The Merv Griffin Show*, *Lifestyles of the Rich and Famous*, *The Oprah Winfrey Show*, *EXTRA*, and *Sally Jesse Raphael*. In 1991, he hosted his own primetime television special, *Morris' Salute to America's Pets*, which spotlighted great pet relationships and deeds across the country.

As *Morris* the cat travels promoting *9Lives* with the delicious taste of real meat and 100 percent complete and balanced nutrition, he also promotes responsible pet ownership, pet health, and pet adoptions through animal shelters. *Morris* the cat has been recognized for his loyalty to shelters and his good works with numerous awards, including *US Magazine's* "Animal Star of the Year" award three years in a row and the "Cat's Meow" award by the New York Animal Medical Center.

When not in front of the cameras and cheering crowds, *Morris* the cat lives in Los Angeles with his handler and companion, Rose Ordile.

BRAND VALUES

Recognizing the importance of cats to their owners' lives, *9Lives* and Del Monte are committed to providing new and innovative taste offerings for any finicky, discriminating palate as well as 100 percent complete and balanced nutrition — everything you can expect from real food. *9Lives* offers its consumers this taste and nutrition at mass-market prices, thus providing

perhaps the best value in the cat food category.

Also, in honor of *Morris* the cat's shelter beginnings, Del Monte and *9Lives* have donated millions of dollars in *9Lives* cat food and in cash to shelters across the country to support their important work in finding loving, safe homes for *Morris* the cat's four-legged friends.



animal shelter in 1968. His star appeal was obvious even in those modest surroundings, and shelter officials contacted professional animal handler Bob Martwick to take a look. It was love at first sight for Martwick, who immediately adopted the cat into his Chicago home and pitched him for a new celebrity cat role for *9Lives* cat food.

Morris the cat's fame quickly grew as Americans came to know and love the finicky cat in the *9Lives* commercials who was always hungry for *9Lives* cat food for "dindin." *Morris* the cat's star appeal even crossed over to the silver screen when he starred in the movie *Shamus* with Burt Reynolds

and Dyan Cannon in 1973. Ten years later, *Time* magazine would label *Morris* the cat "The Feline Burt Reynolds."

Morris the cat "The Feline Burt Reynolds."



THINGS YOU DIDN'T KNOW ABOUT 9LIVES

- Most popular flavors? Dry: Tuna and Egg. Wet: Super Supper® cat food.
- In 1992, *Morris* the cat ran for president, but later conceded to concentrate full-time on the cat food business.
- *9Lives* offers special varieties of food like Grilled Tuna & Egg Flavor Plus Care formula, which helps maintain cats' urinary tract health.