

December 8, 2009

We at Central Avian and Small Animal take your comments and concerns about our recent “No Batteries Required” campaign very seriously.

Our intent with this campaign was to present pet ownership as an enriching, rewarding and character-building alternative to the more solitary electronic activities so popular today. We’ve seen, however, that some people believe that we appear to be trivializing the responsibility of owning a pet and encouraging impulsive urges to buy one – thus potentially driving more abuse, neglect and drop-offs at shelters.

As a company and as individuals, the people of Central Avian & Small Animal are very passionate about animals and work hard to promote healthy, responsible pet care and ownership. Through our Kaytee Avian Foundation, the Learning Center here in Chilton, Wisconsin, and ongoing research, we commit a great deal of time and effort to understanding the very specific needs of individual species, their preferences, instincts, nesting habits, sleep patterns, social behaviors and more. We do this so that the products we provide help ensure optimum pet health and foster a strong, rewarding relationship with caring owners.

We’re sorry that you viewed our campaign as anything other than generating excitement about all that responsible pet ownership can do for kids and families. We hope you’ll go to our website to learn more about what we do — because what we do is genuinely care about animal well being.

We listen. Based on the feedback from you and others with your same concerns, we decided to pull the campaign back. We look forward to partnering more closely with animal care organizations around the country as we move forward to educate the public on the joys of pet ownership.

Thank you for taking the time to contact us.

Sincerely,

Central Avian and Small Animal

*“Home of the Kaytee and Super Pet Brands”*