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HUNDREDS OF CATS TO CONVENE AT NEW YORK'S MADISON SQUARE GARDEN FOR 2007 CFA-IAMS CAT CHAMPIONSHIP

NEW YORK, July 31, 2007 – The Cat Fanciers' Association (CFA), the world's largest registry of pedigreed cats, announced today it will be hosting the 5th Annual CFA-IAMS Cat Championship on October 13 -14 at Madison Square Garden. The show is one of the most prestigious cat shows scheduled for the 2007 season. To learn more about the show, please visit www.cfa-lams-cat-championship.org.

The first organized cat show was held at Madison Square Garden in 1895, so the Garden holds a special importance to CFA and it is a great honor to represent the world's best cats on the 112th anniversary at the Garden. The event is at Madison Square Garden October 13-14, 2007. The 2007 CFA-IAMS Cat

Championship Show will have the spotlight on hundreds of show cats representing the 41 pedigreed breeds recognized by CFA. Among the breeds that are expected to be at the Show are Japanese Bobtail, American Curl, Maine Coon, Egyptian Mau, Ragdoll, Cornish Rex, Ragdoll, Sphynx, Siamese, and Persian.

Coming back to the show will be a crowd favorite, the Feline Agility Competition (FAC), a challenge that continues to draw large crowds across the country. The tournament challenges cats to navigate a series of tunnels, mazes, and toys in the fastest time possible.

Also coming back to 2007 CFA-Iams Cat Championship will be several very popular show favorites. Among the highlights are:

- *Adopt-a-Cat*– Dozens of homeless cats, as chosen by the Mayor’s Alliance for NYC Animals, will be available and in search of their new qualified families to go to their forever homes. This event is directly responsible for the adoption of over 1,200 cats in the previous four years.
- *Iams Trained Cats* – Hollywood’s finest felines, stars of TV hit shows, like “CSI: Las Vegas” and commercials, will be performing on-stage. Who knew that cats could play with more than one type of mouse or perform on command?
- *New York’s Largest Feline Shopping Mall* – Thousands of fun feline things for cats, and their doting owners, will be on display. Cat condos, 14k jeweled cat collars, ID tags, interactive exercise toys, colorful litter boxes, art collectibles, grooming aids, cat carriers, cat trees, fine cat art, cat vitamins and feline supplements will be available for sale.
- *Breed Showcase* – Joan Miller, one of the leading authorities on cats, will provide a guided tour of the breeds, sparkled by information on the beauty, personality, and nature of the breeds, each represented by a specially-chosen feline delegate.

“We are delighted to announce that CFA, joined by its presenting show sponsor Iams Cat Food, will be at the world’s most famous arena,” said Pam DeLaBar, president of the CFA. “This show promises to be one of the biggest in show history as new fun feline features, including Feline Agility Competition, will offer something for everyone. So make sure to come early and enjoy the show!”

About Procter & Gamble Pet Care

For more than 60 years, Iams, a P&G (NYSE:PG) brand, has enhanced the well-being of cats and dogs by providing world-class quality foods and pet-care products. To learn more about Iams® Cat Food or general pet care and nutrition information, call the Iams Consumer Care Center at (800) 863-4267. You also can visit Iams on the Web at <http://www.iams.com>.

About the CFA

Founded in 1906 as a non-profit association of member clubs, The Cat Fanciers’ Association, Inc. (CFA) is the world’s largest registry of pedigreed cats. CFA’s mission is to preserve the uniqueness and beauty of the pedigreed breeds of cats, and to enhance the well being of ALL cats. CFA promotes education, responsible cat ownership and proper care to the owners of millions of cats worldwide.

The CFA, headquartered in Manasquan, New Jersey, administers rules for the management of cat shows and promotes the interest of breeders and exhibitors of pedigreed cats. CFA and its affiliates work nationally with local shelters, at a grassroots level, to help improve the problem of stray cats and abuse, and to encourage neuter/spay programs. CFA has been instrumental in the development of several international charitable organizations such as CFA Disaster Relief, The Winn Feline Foundation and cat rescue and re-homing groups. For more information about the Cat Fanciers’ Association, the pedigreed breeds of cats, or to find the nearest CFA cat show, visit www.cfa.org.

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Editors Please Note:

- Images from last year's show, including the 2006 Best of the Best winners are available!!! Please e-mail requests to peterdcollins@verizon.net or call (908) 499-1200.

** On Wednesday, October 10, there will be a Press Preview at Madison Square Garden, from 11:00 AM to 2:00 PM. All media are invited to meet some of this year's competitors and their owners.