



For Immediate Release

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IT'S GOOD TO GIVE!

SON OF ARMY E6 STAFF SERGEANT RECEIVED A FREE CANINE ASSISTANTS SERVICE DOG IN SUPPORT OF MILITARY APPRECIATION DAY AT THE LEGG MASON TENNIS CLASSIC

WHO & WHAT

Fletcher Gist is 15-years-old, lives in Indian Head, MD and has been diagnosed with Tuberous Sclerosis Complex. This is a progressive disorder causing tumors to grow on all organs of the body. He has limited mobility, muscle weakness, reduced stamina, slowed development and speech impairment.

In an effort to help make daily life a little easier for Fletcher, he will receive a specially trained *Canine Assistants* service dog by Milk-Bone. Instead of needing to ask someone for assistance, his new service dog will provide the help and independence he/she needs and deserves. Among other tasks, his dog will assist with retrieving dropped objects, opening doors, turning on and off lights, and obtaining help in case of an emergency. Fletcher looks forward to the constant companionship of his dog and to experience a better quality of life!

Fletcher was welcomed into the *Canine Assistants* family at a special donation ceremony during the Legg Mason Tennis Classic in Washington DC on Saturday, August 7, 2010. A certified trainer for *Canine Assistants* made the introduction and explained the benefits these highly trained service dogs can provide to people with particular needs. Fletcher's actual service dog will be selected and trained to meet his specific needs and will be given to him at the *Canine Assistants* training camp he will attend at a later date.

WHY

Canine Assistants is a national charitable organization that provides service dogs to people with disabilities, at no cost to the recipient. The organization runs entirely on individual and corporate donations, such as those from the Milk-Bone brand.

Due to high demand and low funding, it would take over five years to provide dogs to everyone on the *Canine Assistants* waiting list.

Through the brand's "I Give" initiative, Milk-Bone is taking the first step to help eliminate the waiting list for *Canine Assistants* and help provide dogs for those in need. Consumers can help Milk-Bone in the effort by visiting www.milk-bone.com and donating to *Canine Assistants*.

PROVIDING SERVICE DOGS AND BETTER LIVES FOR 13 YEARS AND COUNTING

About Canine Assistants

Canine Assistants, a non-profit organization founded in 1991, trains dogs to assist children and adults with physical disabilities and/or other special needs. *Canine Assistants* dogs are Golden Retrievers or Labradors that are raised at their facilities. For additional information on the *Canine Assistants* program or how to apply – see their website at www.canineassistants.com

About Milk-Bone®

Since 1908 when the first Milk-Bone® Original Dog Biscuit was sold, Milk-Bone® has made high-quality dog snacks that excite dogs and their Pet Parents! Milk-Bone® is a leading and trusted dog snack brand and markets a complete line of dog biscuits, chewy treats and crunchy treats. Today, dogs wag their tails for Milk-Bone® Original Biscuits, Milk-Bone Chewy Treats, Milk-Bone Bakery Bite®s Cookies for Dogs, Milk-Bone® Mar-O Snacks™ crunchy treats, and Milk-Bone Original Dog Treats. For more information about Milk-Bone, visit www.milk-bone.com. Milk-Bone is a trademark of Del Monte Foods.

About Del Monte Foods

Del Monte Foods is one of the country's largest and most well-known producers, distributors and marketers of premium quality, branded food and pet products for the U.S. retail market, generating approximately \$3.6 billion in net sales in fiscal 2009. With a powerful portfolio of brands including Del Monte®, S&W®, Contadina®, College Inn®, Meow Mix®, Kibbles 'n Bits®, 9Lives®, Milk-Bone®, Pup-Peroni®, Meaty Bone®, Snausages® and Pounce®, Del Monte products are found in eight out of ten U.S. households. The Company also produces, distributes and markets private label food and pet products. For more information on Del Monte Foods Company (NYSE: DLM) visit the Company's website at www.delmonte.com.

About the Defense Commissary Agency (DeCA)

The Defense Commissary Agency operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families in a safe and secure shopping environment. Authorized patrons purchase items at cost plus a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. Shoppers save an average of more than 30 percent on their purchases compared to commercial prices – savings worth about \$3,400 annually for a family of four. A core military family support element, and a valued part of military pay and benefits, commissaries contribute to family readiness, enhance the quality of life for America's military and their families, and help recruit and retain the best and brightest men and women to serve their country.