



News Release

FOR IMMEDIATE RELEASE

AKC OFFERS SAME-DAY VIDEO COVERAGE OF BRED-BY-EXHIBITOR GROUPS AND EUKANUBA WORLD CHALLENGE ON WWW.AKC.ORG

New York, NY (November 16, 2007) - The American Kennel Club® is pleased to announce that same-day video coverage of the Bred-by-Exhibitor groups will be provided on www.akc.org. In addition, the preliminary competition of the Eukanuba World Challenge will be shown. The Eukanuba World Challenge is a new international competition --the first event of its kind -- which will feature top dogs from 40 countries.

“The Bred-by-Exhibitor competition is a major component of the AKC/Eukanuba National Championship and one that we are very proud of. These dogs are the product of hard work, perseverance and dreams and many fanciers want to be able to watch this exciting competition,” said AKC Chairman Ron Menaker. “Our online coverage will encourage interest in this portion of the event as well as allow dog lovers from around the globe to view their country being represented in the Eukanuba World Challenge.”

Video of each competition will be posted on the Web site for viewing on the same day that each competition takes place. Check the AKC/Eukanuba National Championship [main Web page](#) on www.akc.org for a schedule of events.

The seventh AKC/Eukanuba National Championship, Bred-by-Exhibitor Best in Show and final Eukanuba World Challenge competitions will premiere as a television simulcast on Animal Planet and Discovery Channel on Saturday, February 2, 2008 from 8-11 p.m. In addition, the AKC Agility Invitational will air on Animal Planet on February 10, 2008 at 8 p.m.

For more information about the AKC/Eukanuba National Championship or the Eukanuba World Challenge visit www.topdogshow.com or <http://www.eukanubaworldchallenge.com/>

The American Kennel Club (AKC), founded in 1884, maintains the largest registry of purebred dogs in the world. Its rules and regulations govern more than 20,000 canine competitions each year.

Eukanuba offers the most complete food lineup, delivering nutrition that is customized by breed and breed size as well as health and performance requirements. Eukanuba is a division of Procter & Gamble (NYSE:PG), and you can visit us on the Web at <http://www.eukanuba.com> or visit Iams at <http://www.iams.com>.

Animal Planet, available in more than 93 million homes nationwide, is the only television network dedicated exclusively to the connection between humans and animals.

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