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For Immediate Release

BLUE BUFFALO PET FOOD AND PETCO PARTNER TO FIGHT PET CANCER DURING PET CANCER AWARENESS MONTH

Goal to raise \$1 million dollars during month of May to help find a cure

WILTON, Conn., and SAN DIEGO (May 1, 2010) – Cancer is the number-one disease-related cause of death among dogs and cats. For the month of May, PETCO and Blue Buffalo are partnering to raise awareness and funds to fight this devastating disease. The goal this year is to raise \$1,000,000 with 100 percent of the donations going to the Morris Animal Foundation to fund research and finding a cure.

Throughout Pet Cancer Awareness (PCA) month, pet parents can make donations to the cause by rounding up their in-store PETCO purchases to the next dollar at the register, or by making a donation in an amount of their choice. Blue Buffalo will also donate up to \$1 for every bag of BLUE dog or cat food purchased during May.

Additionally, Saturday, May 8 is designated as Pet Cancer Awareness Day at PETCO stores throughout the nation. From 10 a.m. – 2 p.m., local veterinarians will be available to talk with pet parents about what they can do to help protect against cancer in their own pets. In addition, veterinarians will discuss the warning signs and facts about pet cancer.

“PETCO believes in prevention and early detection of pet cancer and that’s why we partnered with The Blue Buffalo Pet Food Company for Pet Cancer Awareness Month,” said Dr. Thomas Edling, PETCO’s pet expert/veterinarian. “Taking a month to focus on this cause will help pet parents learn the warning signs of pet cancer and make them aware of the resources available to help.”

PCA month will also be celebrated with the launch of PETCO’s Virtual Wall for fighters and survivors of pet cancer. The wall will be hosted on PETCO.com and will give pet owners the opportunity to celebrate the bond between human and pet and provide hope to those currently going through cancer with their pet.

For the past six years, The Blue Buffalo Foundation for Cancer Research (B.B.F.C.R.) has sponsored a Pet Cancer Awareness Month to help educate pet parents about the disease as well as raise money to find a cure. The money is used to support the research efforts of universities and clinics in the U.S. whose mission is to find a cure for the leading disease-related cause of death among dogs and cats.

The Blue Buffalo Foundation for Cancer Research is also sponsoring a Pet Cancer Awareness tour in May in memory of Gibson, the World's Tallest Dog, who lost his battle with osteosarcoma last year. The tour will stop at PETCO stores across the country to provide pet parents with important information about pet cancer, and will enhance the educational and fundraising activities that the foundation will carry out during PCA Month.

The tour will feature pet cancer awareness advocate Sandy Hall, and her dog Brewster, who she has dubbed the "World's Tallest Puppy". Hall was the proud parent of Gibson, the World's Tallest Dog, who lost his battle with osteosarcoma last year. "Losing Gibson to cancer was the hardest thing I have ever experienced," said Hall. "I could not believe the outpouring of letters, phone calls, and emails I received from others who have suffered along with their pets from this terrible disease." Hall has vowed to share her experiences with Gibson to raise awareness of pet cancer and help generate funds for research to find a cure. Guests will have the opportunity to meet Hall and Brewster at each tour stop, obtain pet cancer literature, and view in-store demonstrations pertaining to the disease.

About The Blue Buffalo Foundation for Cancer Research

The Blue Buffalo Foundation For Cancer Research was established in 2003 by The Blue Buffalo Company, a manufacturer of healthy and holistic dog and cat foods under the BLUE™ and BLUE Spa Select™ brand names. The Blue Buffalo Company has now raised more than \$300,000 with 100% of the funds going to the cause. Finding a cure for pet cancer is one of the top priorities for The Blue Buffalo Company because its founders have had some personal experience with this disease. "Our dog Blue, a large breed Airedale and a great pal, had three bouts with cancer," said Bill Bishop, Blue Buffalo's CEO. "After Blue was diagnosed, we wanted to find out all we could about pet cancer, and were amazed to learn that it is the leading disease-related cause of death for both dogs and cats. So one of the first things we did after starting our pet food company was to establish a foundation to raise money for pet cancer research, and raise awareness among pet parents of the early warning signs of this disease." You can learn more about The Blue Buffalo Foundation For Cancer Research and their Pet Cancer Awareness program by visiting www.petcancerawareness.com.

About PETCO

PETCO is a privately held specialty retailer that provides products, services and advice that make it easier for our customers to be great pet parents. We operate more than 1,000 stores in 50 states and the District of Columbia, as well as a leading pet products and information destination at www.petco.com. Our nonprofit organization, The PETCO Foundation, has raised more than \$60 million since its inception in 1999 to help promote and improve the welfare of companion animals. In conjunction with the Foundation, we work with and support about 6,200 local animal welfare groups across the country to help find homes for more than 200,000 adoptable animals every year.

About Morris Animal Foundation

Morris Animal Foundation, established in 1948, is dedicated to funding humane animal health research that protects, treats and cures companion animals, horses and wildlife. MAF has been at the forefront of funding breakthrough research studies benefiting animals on all seven continents. MAF has its headquarters in Denver. Charity Navigator ranks MAF as a four-star charity, the highest rating. MAF is a BBB Wise Giving Alliance Charity Seal Holder. For more information, call 800.243.2345 or visit MorrisAnimalFoundation.org.

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