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ORIJEN 80.20 WINS PET FOOD OF THE YEAR FOR THE THIRD CONSECUTIVE YEAR!

On November 27th, 2010, the Glycemic Research Institute of Washington, D.C once again awarded ORIJEN 'Pet Food of the Year' for 2011-2012.

This is the third consecutive year ORIJEN has received this prestigious award — something no other pet food has achieved.

The award covers all dog and cat foods sold across Canada, the USA and the United Kingdom, and is officially recognized by the governments in these countries.

The strict award criteria involve an in-depth analysis of ORIJEN's ingredients, glycemic response, anti-aging factors and the biochemical requirements for dogs and cats. The Glycemic Research Institute announced that "ORIJEN best exemplifies a food that is based on the evolutionary and biological needs of the canine".

At Champion, our passion is to produce the best dog and cat foods on earth. Receiving 'Pet Food of the Year' for three consecutive years strengthens our desire to lead our industry and earn the trust of pet lovers worldwide.

Our distributor and retail partners are a big part of ORIJEN's success, and we salute your ongoing education of pet lovers world-wide about Champion's Biologically Appropriate nutritional philosophy.

To view more about ORIJEN's latest award and how the Glycemic Research Institute awards Pet Food of the Year honours, please visit the GRI web site at www.gripetfoods.com



Sincerely,

Peter Muhlenfeld,
VP Sales & Marketing