



Date: September 13, 2011

Re: Announcement: Ken Morley

Effective today, the Company would like to announce that CFO and co-owner Ken Morley has decided, after 21 years with the Elmira team, to leave the Company to pursue new business opportunities.

Ken's career in the pet food industry spans nearly 21 years. It all started in 1990 when he was able to put his Professional Accountant (CMA) designation to good use in a Finance role with Martin Pet Foods.

Ken was a key part of the management team when the business transitioned from Martin Pet Foods to Heinz, and then Del Monte. The experience and leadership skills gained during this period allowed Ken to orchestrate the purchase of assets from Del Monte to form Elmira Pet Products, and become a co-owner in 2005.

In addition to overseeing the Finance, Procurement, Logistics, Administration and Human Resource departments at the Company, Ken was the driving force in the Company's acquisition of the Nutram Brand in 2009. Following the Nutram purchase Ken maintained his prior roles in the Company in addition to taking a hands-on approach with respect to the positioning and growth of the Nutram brand in both domestic and international markets.

We, at Elmira Pet Products Ltd. would like to take this opportunity to thank Ken for his significant contribution over the last 21 years and wish him the very best in his future endeavours.

Bryan Cook, CEO
Elmira Pet Products Ltd.