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**FOOD BANK FOR NEW YORK CITY PARTNERS WITH BIDEAWEE
TO LAUNCH PILOT PET FOOD DISTRIBUTION PROGRAM**

NEW YORK, N.Y. ...JULY 8, 2009 — In an effort to keep families together during these tough economic times — humans with their furry friends — the Food Bank For New York City has partnered with Bideawee, Inc., to launch a pilot program to feed needy New York pets. Details of the pet food distribution program were announced today at a morning press briefing at the Food Bank For New York City's Community Kitchen of West Harlem, 252 West 116 Street, Manhattan. In attendance were Dr. Lucy Cabrera, President and CEO of the Food Bank For New York City; Nancy Taylor, President and CEO of Bideawee, Inc.; Lina Haimelin, Director of Animal Care for Bideawee; Food Bank pantry clients, and several four-legged friends.

In its initial phase, Bideawee has donated 6,000 pounds of dog food to the Food Bank which will be distributed to approximately a dozen food assistance organization in Manhattan, Brooklyn and Queens. Only pet owners who are registered pantry clients will be able to avail themselves of the free pet food.

“In the midst of escalating job losses which are now at a 26-year-high, rising costs and the credit crunch resulting from the economic crisis, today nearly half off all New Yorker City residents are having difficulty affording food. That certainly means there is nothing left to feed their beloved pets,” said Dr. Lucy Cabrera, President and CEO of the Food Bank For New York City. “We are very pleased to partner with Bideawee to help ease the strain facing families across New York City.”

“We especially want to thank the leadership of the Food Bank For New York City for recognizing the urgent need to keep families together and to help their client's pets stay healthy and hearty,” said Nancy Taylor, President and CEO of Bideawee Inc.” Bideawee is proud of our relationship with Proctor & Gamble Pet Care for graciously donating Iams and Eukanuba pet food to make this important pilot program possible.”

Bideawee, as well as other shelters across New York City, are reporting that the economic strain has forced many families to abandon their pets. As the major hunger-relief organization working to end hunger throughout the five boroughs, the Food Bank believes that this program can provide an added layer of support for families in need and help prevent that from happening.

The Food Bank hoping that more pet food manufactures and pet supply chains will step forward so that the program can be expanded to include cat food as well as additional locations throughout the five boroughs.

About the Food Bank For New York City: Food Bank For New York City is the major hunger-relief organization working to end food poverty throughout the five boroughs. Through its citywide network of approximately 1,000 food assistance organizations, the Food Bank helps provide 300,000 free meals a day to New Yorkers in need. In addition, the Food Bank continues to mobilize its efforts through direct services, benefits access and nutrition education. Every dollar donated to the Food Bank helps to provide five meals to New Yorkers in need. Learn how you can help at foodbanknyc.org.

About Bideawee: Founded in 1903 by Mrs. Flora D'Auby Jenkins Kibbe, Bideawee, which means "stay awhile" in Scottish, is one of the oldest and largest humane organizations in the United States. You can visit Bideawee at one of our three sites: Wantagh and Westhampton on Long Island or in Manhattan. With adoption center in Manhattan and Westhampton, Bideawee is home to approximately 150-200 animals at any given time and places thousands of dogs, cats, puppies and kittens in loving homes every year. The organization also operates two full-service veterinary practices in Manhattan and Westhampton and is home to two of the oldest and largest Pet Memorial Parks in the country located in Wantagh and Westhampton, NY.

About Iams Pet Foods: Iams is a recognized leader in pet nutrition and care. Iams Pet foods – along with its sister pet food company – Eukanuba – is a division of Proctor & Gamble, a diversified U.S.-based company that has been providing consumer goods, household products and pet care products and services since 1946.

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