



May 11, 2007

Mr. Chris Jones, General Manager
Mr. Rob Liebowitz, Marketing Director
Ms. Genoveva Glassman, Assoc. Brand Manager
Mars Pet Care
210 Westwood Dr., Ste. 400
Brentwood, TN 37027

Dear Mr. Jones, Mr. Liebowitz and Ms. Glassman:

In response to the recent offer from Pedigree Food for Dogs to help fund the breed rescue efforts of the American Rottweiler Club, we find that after careful review and consideration we are unable to accept your offer to apply for a grant.

While we appreciate the support of individuals and organizations dedicated to the successful placement of rescued Rottweilers and other dogs, we find that the conditions set forth in the acceptance of your donation contain numerous requirements and clauses that are counter to the mission of our organization.

The American Rottweiler Club can neither support, endorse nor join any organization, which itself supports and promotes legislation that restricts or punishes the breeding of dogs or the responsible ownership of dogs. The American Humane Association supports such legislation.

Additionally, acceptance of these funds grants the AHA a full and unlimited licensing agreement, in perpetuity, to freely utilize the name, image, logo, etc. of the American Rottweiler Club in any manner they so choose, without our review or consent. This constitutes a flat-rate buyout of a full license in exchange for acceptance of the donation.

The American Rottweiler Club will not allow the unrestricted use of our name, image, logo, etc., nor allow any use that may be damaging not only to our brand, but also may be in direct opposition to the values for which we stand and potentially undermines the trust our members have placed in our organization.

We also find that we are unable to comply with the promotional and publicity clause that requires the American Rottweiler Club to actively promote the donation through press releases that credit both AHA and Pedigree, and also provide proof of the publicity or service.

As a volunteer organization, the American Rottweiler Club is simply not equipped to do the work of a paid public relations or advertising agency. More importantly, these promotional efforts would imply our endorsement of AHA and therefore its positions on many issues on which we do not agree.

The American Rottweiler Club, in finding that it cannot comply with the requirements and conditions of acceptance of these funds, has therefore decided not to apply for the grant.

Sincerely,

Diane Garnett
President