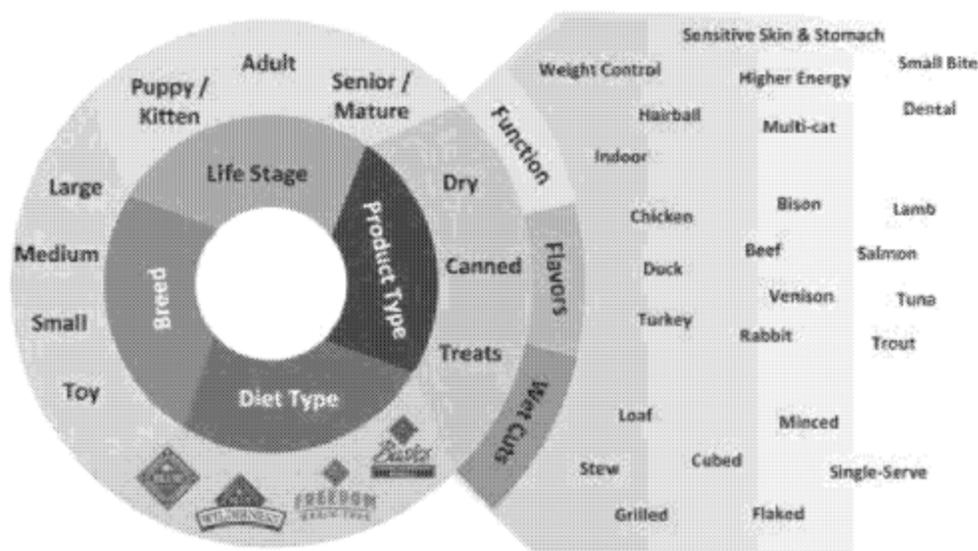


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We have a broad product portfolio across different product types, diet types, breed sizes for dogs, life-stages, flavors, product functions and textures and cuts for wet foods. The diagram below illustrates the possible range and variety of characteristics of pet foods, which provides us with the opportunity to further broaden our portfolio through continued innovation.



We have built four major product lines under our master BLUE brand, each with a different nutritional philosophy and distinct personality. We continue to deepen each product line with new products, expand each product line's shelf presence and support each product line with advertising:

- *BLUE Life Protection Formula* – introduced in 2003, this is our original and largest product line with the broadest flavor, functional and breed-specific variety. Products under this line may not refer to “BLUE Life Protection Formula” explicitly on their packaging as we group all food products that are not specifically designated as BLUE Wilderness, BLUE Basics or BLUE Freedom under our BLUE Life Protection Formula line;
- *BLUE Wilderness* – introduced in 2007, this is our high-meat, high-protein, grain-free ancestral feeding line and our second largest product line;
- *BLUE Basics* – introduced in 2010, this is our line of limited ingredient diet products for pets with food sensitivities; and
- *BLUE Freedom* – introduced in 2012, this is our grain-free line that is a cousin of the original BLUE Life Protection Formula line.