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The following table shows the different product types available under our product lines:

	Dry Foods		Wet Foods, Treats and Other				
Representative Products							
FY 2014	Revenue: \$743 million (81% of total)		Revenue: \$175 million (19% of total)				
Species and Product Type	Dry Dog Food	Dry Cat Food	Wet Dog Food	Wet Cat Food	Dog Treats	Cat Treats	Litter
Date of Product Line Introduction	<ul style="list-style-type: none"> • BLUE LPF (2003) • BLUE Wilderness (2007) • BLUE Basics (2010) • BLUE Freedom (2012) 	<ul style="list-style-type: none"> • BLUE LPF (2003) • BLUE Wilderness (2007) • BLUE Basics (2010) • BLUE Freedom (2012) 	<ul style="list-style-type: none"> • BLUE LPF (2009) • BLUE Wilderness (2009) • BLUE Basics (2011) • BLUE Freedom (2012) 	<ul style="list-style-type: none"> • BLUE LPF (2009) • BLUE Wilderness (2008) • BLUE Basics (2011) • BLUE Freedom (2012) 	<ul style="list-style-type: none"> • BLUE LPF (2009) • BLUE Wilderness (2010) • BLUE Basics (2011) • BLUE Freedom (2014) 	<ul style="list-style-type: none"> • BLUE LPF (2012) • BLUE Wilderness (2012) 	<ul style="list-style-type: none"> • BLUE Naturalsy Fresh (2012)

Note: BLUE LPF refers to BLUE Life Protection Formula.

We offer a range of natural products at different price points across our product portfolio. Price points vary between and within the product lines primarily based on the type of protein sources they use. Products that use less common proteins, which typically cost more, or that use specialized formulas (e.g., products that are breed-specific, grain-free or have limited ingredients) are significantly more expensive to produce. These products are sold at a higher price to offset the higher ingredient costs and typically have higher gross margins than otherwise similar products in our product portfolio.