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**MORE THAN 300 CATS TO CONVENE AT NEW YORK'S
MADISON SQUARE GARDEN FOR 2005 CFA-Iams CAT CHAMPIONSHIP**

NEW YORK, July 27, 2005 – The Cat Fanciers' Association (CFA), the world's largest registry of pedigreed cats, announced today that it will be hosting the 3rd Annual CFA-Iams Cat Championship on Oct. 8 and 9 at Madison Square Garden. The show is one of the most prestigious of the more than 400 cat shows scheduled for 2005. To learn more about the show, please visit www.cfa-lams-cat-championship.org.

The Show will have the spotlight on more than 300 show cats representing the 41 pedigreed breeds recognized by the CFA. Among the breeds that are expected to be at the Show are Japanese Bobtail, American Curl, Maine Coon, Egyptian Mau, Ragdoll, Cornish Rex, Ragdoll, Sphynx, Siamese, and Persian. Brand new to the show will be a Feline Agility Competition (FAC) a challenge that is sweeping the nation. The tournament, likely to become a spectator and participant favorite, challenges cats to navigate a series of tunnels, mazes, and toys in the fastest time possible.

Also coming back to CFA-Iams Cat Championship will be several very popular show favorites. Among the highlights are:

- *Adopt-a-Cat* – Dozens of homeless cats, as chosen by the Mayor's Alliance for Animals, will be coming to the show in search of new homes. In the last two years, the CFA Show has found homes for more 500 cats, including at least 300 in 2004.
- *New York's Largest Feline Shopping Mall* – Thousands of fun feline things for cats, and their doting owners, will be on display. Cat condos, 14k jeweled cat collars, ID tags, interactive exercise toys, colorful litter boxes, art collectibles, grooming aids, cat carriers, cat trees, cat vitamins and feline supplements will be available for sale.
- *Breed Showcase* – Joan Miller, one of the leading authorities, will provide a guided tour of the breeds, sparkled by information on the beauty, personality, and nature of the majority of the breeds, each represented by a specially-chosen feline delegate.

“We are pleased to announce that CFA, joined by its presenting show sponsor The Iams Company, will be bringing the show back to the world's most famous arena,” said Pam DeLaBar, president of the CFA. “This show promises to be one of the biggest in show history as new fun feline features, including the new Feline Agility Competition, will offer something for everyone. So make sure to come early and enjoy the show!”

About The Iams Company

For nearly 60 years, The Iams Company, a division of Procter & Gamble (NYSE:PG), has enhanced the well-being of cats and dogs by providing world-class quality foods and pet-care products. To learn more about Iams® Cat Food or general pet care and nutrition information, call the Iams Consumer Care Center at (800) 863-4267. You also can visit Iams on the Web at <http://www.iams.com>.

About the CFA

Founded in 1906, The Cat Fanciers' Association, Inc. (CFA) is a global organization dedicated to promoting the welfare of ALL cats. The CFA, headquartered in Manasquan, New Jersey, is responsible for the world's largest registry of pedigreed cats, and preserving the uniqueness and beauty of the 41 breeds of cats. The CFA promulgates the rules for the management of cat shows and promotes the interest of breeders and exhibitors of cats. To learn more about the Cat Fanciers' Association, the 41 pedigreed breeds or to learn about the nearest show, visit www.cfa.org.

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