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**MARS VETERINARY, OWNER OF THE WISDOM PANEL® PRODUCT
ANNOUNCES THE PURCHASE OF ASSETS RELATING TO THE CANINE HERITAGE™
MIXED BREED DOG DNA IDENTIFICATION PRODUCT**

Mars Veterinary™ has acquired the Canine Heritage XL Breed Test product previously offered by Scidera Canine LLC in the canine DNA breed identification market. The acquisition stems in part from the resolution of a patent infringement suit brought by Mars associated with its Wisdom Panel® canine DNA breed identification product.

In order to ensure that customers who have purchased and submitted a Canine Heritage™ DNA test receive their results, Canine Heritage™ will coordinate processing the tests with Mars Veterinary™, the makers of Wisdom Panel® Family of Breed Identification tests, provided that the purchasers submit their dog's DNA swab within 90 days starting June 19, 2012.

For more information regarding canine DNA Breed Identification, please visit Mars Veterinary's™ website at: www.wisdompanel.com.

About Mars Veterinary™

Mars Veterinary is a division of MARS® Incorporated, a company known for innovative consumer and pet food brands that are trusted by people around the world. Its mission is to facilitate responsible pet care by enlightening pet owners and communities with valuable insights into their pets as individuals through innovative, science-based discoveries. For more than a decade, Mars Veterinary has researched and developed state-of-the-art genetic tests for mixed-breed dogs, revolutionizing personalized pet care. By discovering a dog's ancestry, pet owners and veterinarians can work together to tailor wellness programs that fit the needs of a dog. For more information, visit www.wisdompanel.com.

About Mars, Incorporated

In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars' first roots as a confectionery company. In the 1920s, Forrest E. Mars, Sr. joined his father in business and together they launched the MILKY WAY® bar. In 1932, Forrest, Sr. moved to the United Kingdom with a dream of building a business based on the philosophy of a "mutuality of benefits" for all stakeholders – this vision serves as the foundation of the Mars, Incorporated we are today. Based in McLean, Virginia, Mars has net sales of more than \$30 billion and six business segments including Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience. More than 65,000 Associates worldwide are putting our Mars Principles in action every day to make a difference for people and the planet through our performance.

Mars brands include: Chocolate – M&M'S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Petcare – PEDIGREE®, WHISKAS®, SHEBA®, CESAR® and ROYAL CANIN®; Wrigley – ORBIT®, EXTRA®, STARBURST®, DOUBLEMINT® and SKITTLES®; Food – UNCLE BEN'S®, DOLMIO®, EBLY®, MASTERFOODS® and SEEDS OF CHANGE®; Drinks – ALTERRA COFFEE ROASTERS™, THE BRIGHT TEA CO.™, KLIX® and FLAVIA®; Symbioscience – SERAMIS®, COCOAVIA™ and WISDOM PANEL®.

For more information, please visit www.mars.com.

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