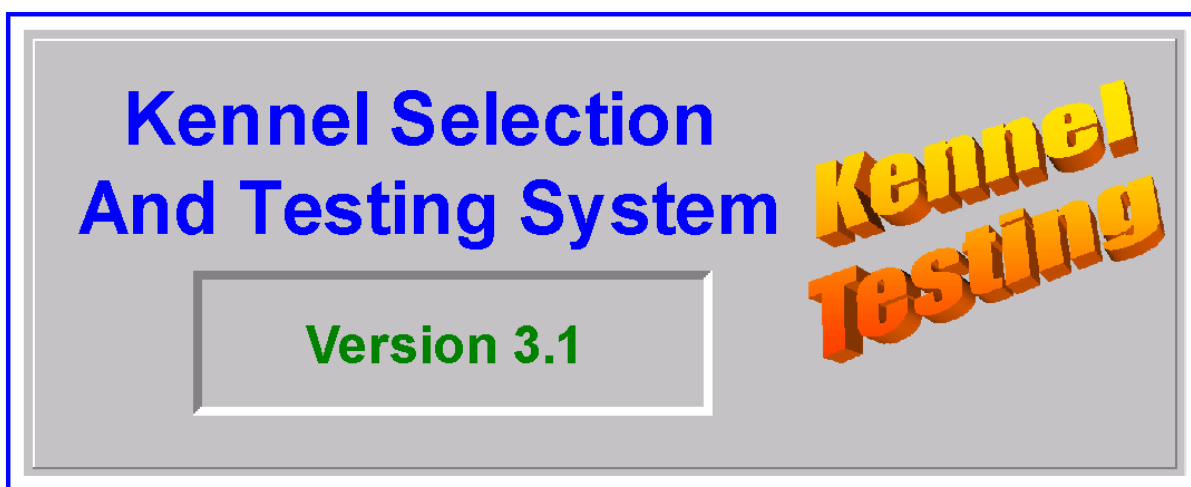


2007

To: Director of **Pet Food Testing**:

**Announcing the Pet Food Industry's #1 Pet Food  
Computerized Management Testing System**

We would like to introduce to you the Kennel Selection and Testing System!



The Kennel Selection and Testing System (KST) is the best way to use the newest advanced computer software to scientifically test the performance your company's Pet Food products.

Advanced flexibility and functionality allows you to maintain your company's own Animal Colony database, Animal Test Panels, and all Test Activity. Advance statistical reports and graphs are all standard functionality. The KST databases exists on your company's own internal network, which ensures maximum flexibility, control, security and confidentiality for your organization.

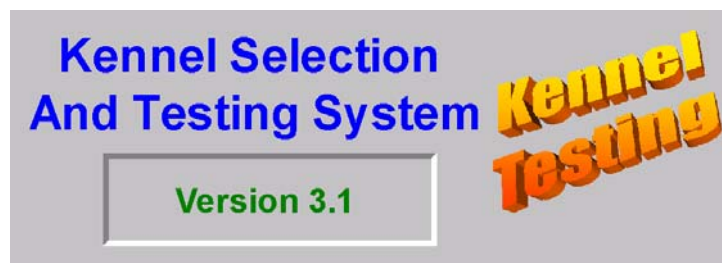
Call 800-579-7654 today for information on acquiring the Kennel Selection and Testing System for your company's Pet Food Testing. KST Software Evaluations are now available at no cost or commitment.

Sincerely,

John Ream  
Managing Director

Home Page: [www.PetFoodTesting.com](http://www.PetFoodTesting.com)  
Home Page: [www.ReamSoftware.com](http://www.ReamSoftware.com)  
Email: [Info@ReamSoftware.com](mailto:Info@ReamSoftware.com)  
Phone: 800-579-7654 Fax: 973-267-1655

**Attn: Director of Pet Food Testing**



## *What the Kennel Selection and Testing System is:*

- ✓ The easiest way to manage your company's Pet Food Testing.
- ✓ Advanced Pet Food Testing, Grams Consumption Tests, Caloric Requirement Consumption Tests.
- ✓ Advanced Pet Food Test Types, Split Plate Treat, Split Plate Main Meal, Monadic Treat, etc, etc.
- ✓ Reports Include: Test Complete Totals, Daily Totals, Statistical Analysis Page, First Approached, First Tasted, Stool Firmness, Stool Colorations, Vomitations, Graphs and Charts.
- ✓ Statistical Analysis Includes Levels of Significance, P-Values, One-Tailed Directional , Two-Tailed Non-Directional, T values, F Values, Ratios, etc. See report sample screen.
- ✓ Dogs, Cats, Birds, Rabbits, any animals, large or small.
- ✓ A proven and reliable system for your company's everyday use.
- ✓ A system from an established computer software company that has been systems for over 15 years.
- ✓ A system that will continue to evolve as industry requirements (and yours) change.
- ✓ A system that will work in your company's existing computer networks.
- ✓ A system designed within Microsoft Corporation framework and standards.
- ✓ A system that gives you complete control of your data and who can access it.
- ✓ A system with a guarantee: KST includes a complete 90-day satisfaction guarantee!

\* \* \* \* \*

We would like to introduce ourselves to you. Ream Software has been delivering quality easy to use computer software applications since 1984.

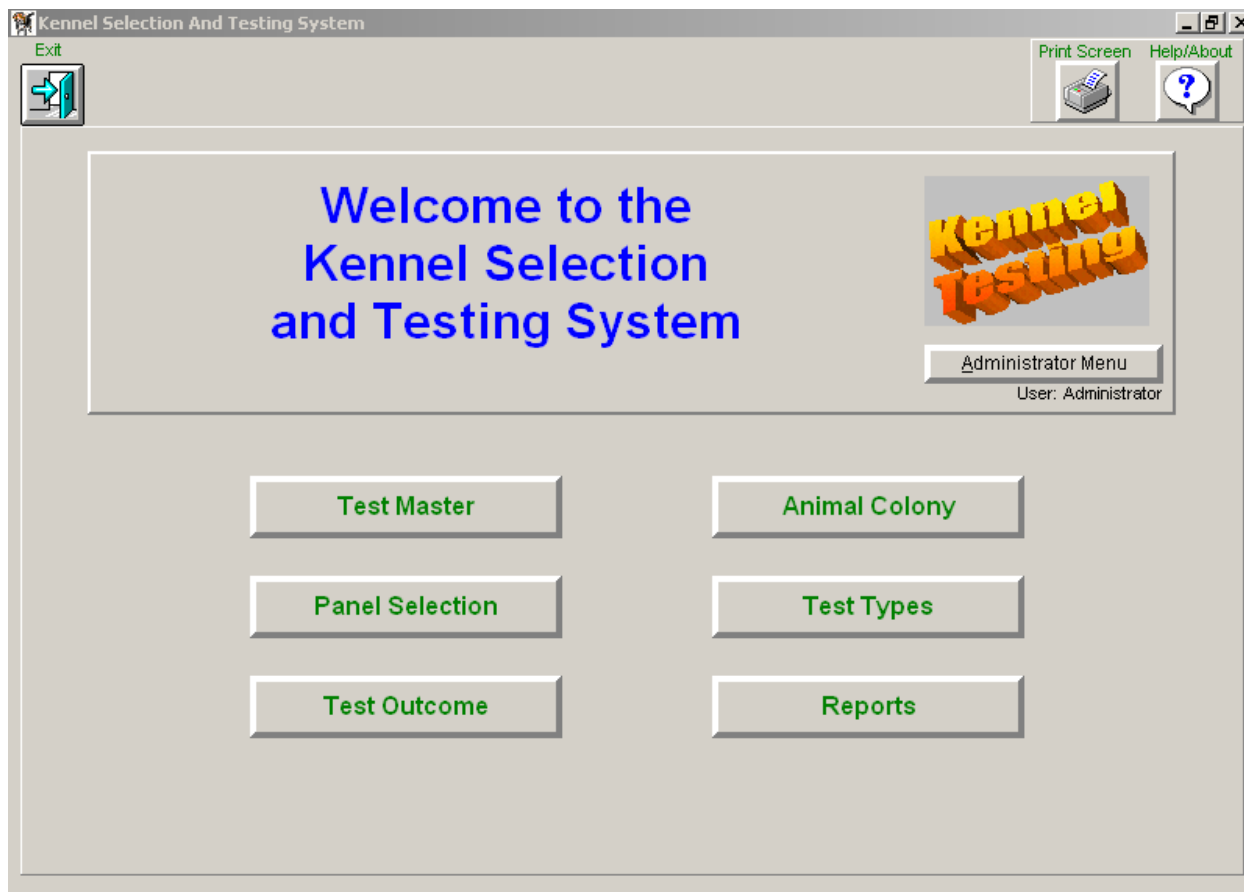
\* \* \* \* \*

Clients already using software applications written by our team of programmers include Procter & Gamble, Gillette, Pepsi, Nestle, Avon, Nabisco, Warner-Lambert, Pizza Hut International, RJR Tobacco, Firmenich, Taco Bell, Fort James Corporation, U.S. Army, Takasago, Reckitt & Colman, University of Maine, Utah State University, Food Brands America, Loreal Cosmair Cosmetics, and many more.

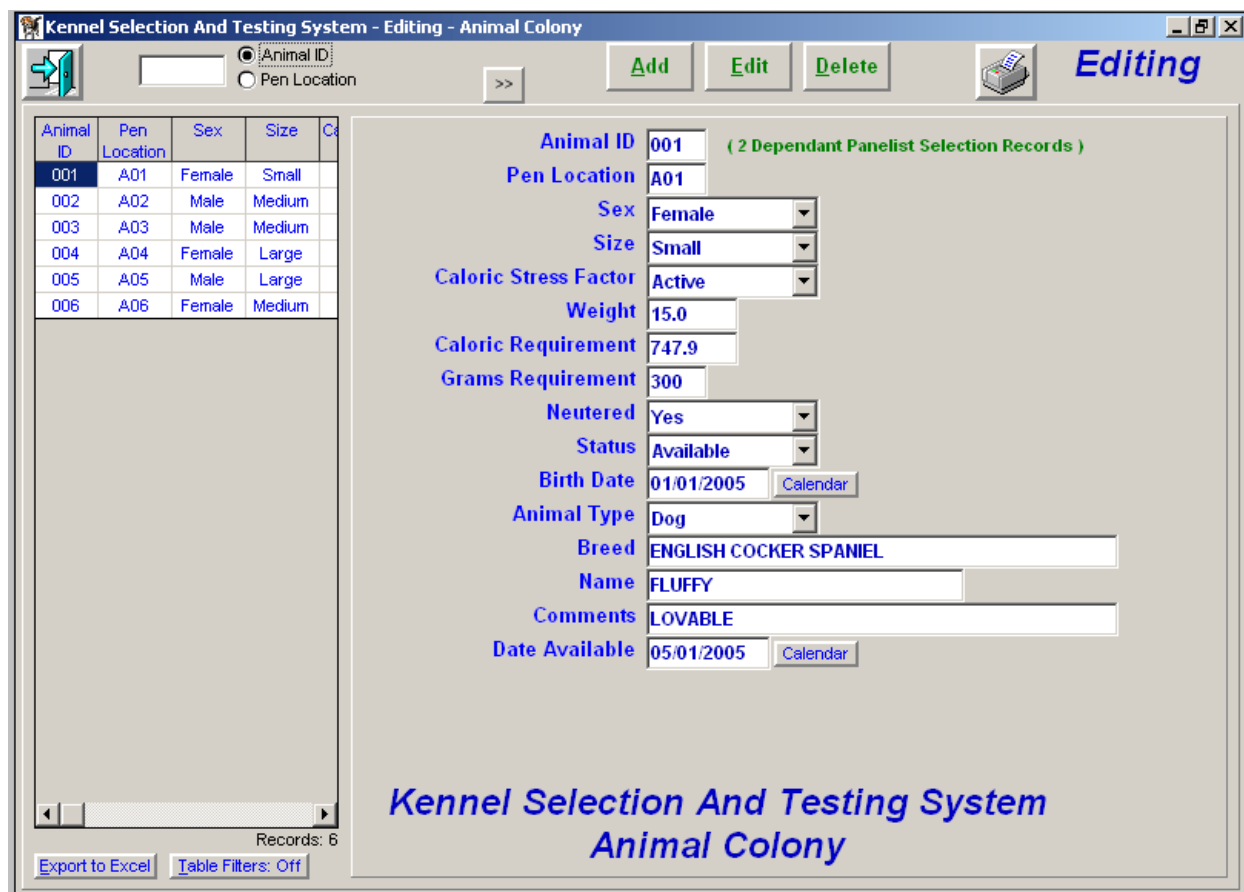
*Call 800-579-7654 today for information on acquiring the Kennel Selection and Testing System for your Company.*

Using the Kennel Selection and Testing System is easy, fun, and productive. There is no limit on how many Animals or Tests you can have active. Browsing, searching, reports, graphs are all a click away!

## Main Menu



## Animal Colony Administration



Kennel Selection And Testing System - Editing - Test Types

Test Type Code  
 Test Description

>>
 



**Editing**

Test Type	Test Description	Number Of Food
A	SPLIT PLATE TREAT	3
B	SPLIT PLATE MAIN MEAL	2
C	SPLIT PLATE	3
D	MONADIC TREAT	2
E	MONADIC MAIN MEAL	1
F	MONADIC CAT TREAT	1
G	SPLIT PLATE	2
H	DOUBLE MONADIC	2
O	OFFTEST	1
P	TRIMONADIC	3

Records: 10

**Test Type Code**  ( 1 Dependant Test Master Records )  
**Test Description**   
**Number Of Foods**

**\*\* Food 1 \*\***                      **\*\* Food 2 \*\***                      **\*\* Food 3 \*\***

**Position**                                            

**% Level 1**                                               
**% Level 2**                                               
**% Level 3**                                            

**Day 1 Label**                                            

**Kennel Selection And Testing System  
Test Types**

Actual Test Master Information and Administration

Kennel Selection And Testing System - Editing - Test Master

Test ID  
 Test Type Code

>>
 



**Editing**

Test ID	Test Type	Test Start Date	Number Of Days
2007002	B	01/08/2007	5
2007001	A	01/01/2007	5

Records: 2

**Test ID**  ( 6 Dependant Panelist Selection Records )  
**Test Type Code**   
**Test Start Date**    
**Number Of Days**   
**Comments**   
**Grams Flag**

**\*\* Food 1 \*\***                      **\*\* Food 2 \*\***

**F1 Name**                       **F2 Name**

**Grams Small**   
**Grams Medium**   
**Grams Large**

**Drop Date 1**                        **Drop Date 4**    
**Drop Date 2**                        **Drop Date 5**    
**Drop Date 3**

**Kennel Selection And Testing System  
Test Master**

## Test Outcome Summary Administration

Kennel Selection And Testing System - Editing - Outcome Master

Select Test ID Outcome Detail Edit

Editing

Test ID	Day Number	Temp.	Hum.	Hu
2007002	1	60	40	Joh
2007002	2	60	40	Joh
2007002	3	60	40	Joh
2007002	4	60	40	Joh
2007002	5	60	40	Joh

Test ID: 2007002 <--- Test Start Date = Monday, January 08, 2007, 6 Animals.

Day Number: 1 Monday, January 08, 2007

Temperature: 60

Humidity: 40

Husbandry: John

Comments:

SAMPLE ON \*\* LEFT \*\*      SAMPLE ON \*\* RIGHT \*\*

BASE      EXPERIMENT #1

Prod Code: BULK      Prod Code: TEST FORMULA

Time Fed: 9:30      Time Fed: 9:30

Out: JR      Out: JR

Back: JR      Back: JR

Kennel Selection And Testing System  
Outcome Master

Records: 5

Export to Excel

## Test Outcome Details, Pet Food Performance, Activity.

Kennel Selection And Testing System - Outcome Detail

Accept/Save Cancel

Test ID: 2007002 Monday, January 08, 2007 (Day 1 of 5) This Test has 2 Foods, and 6 Animals.

Options Notes

Pen	ID	BASE		EXPERIMENT #1		First		--- Overnight ---			----- Day -----		
		Level	Return	Level	Return	App	Taste	Firm	Color	Vomit	Firm	Color	Vomit
A01	001	1	150 (150)	1	40 (150)	B	A	3	N	N	0	X	N
A02	002	1	0 (150)	1	0 (150)	B	B	3	N	N	0	X	N
A03	003	1	35 (150)	1	80 (150)	A	B	3	N	N	0	X	N
A04	004	1	135 (150)	1	80 (150)	A	B	3	N	N	0	X	N
A05	005	1	135 (200)	1	80 (200)	B	B	3	N	N	0	X	N
A06	006	1	90 (100)	1	80 (100)	A	B	3	N	N	0	X	N

## Actual Test Results Report - All Days

**Kennel Selection And Testing System - Actual Test Results Report**

Select Test ID: **2007001**    Select Report: Actual Test Results Report    Print    Graphics

Test Start: 01/01/2007, Days: 5, Animals: 6    Sort: Kennel Pos    Excel Page    Excel All    All Test Days

Totals    Stats    Day 1    Day 2    Day 3    Day 4    Day 5

### Kennel Selection and Testing System Actual Test Results Report Totals Page

Test ID: 2007001 SPLIT PLATE TREAT  
 First Test Date: Monday, January 01, 2007  
 Day Numbers: 1, 2, 3, 4, 5  
 Animal Count: 6 Total Animals (Small=1 Med=3 Lrg=2)

				BASE		EXPERIMENT #1		EXPERIMENT #2				
				Overall Totals								
KnI	Anml			Calories	% of	Calories	% of	Calories	% of	Calories	% of	Pref
Pos	ID	Sex	Size	Consumed	Requir.	Consumed	Eaten	Consumed	Eaten	Consumed	Eaten	Pts
A01	001	F	S	1,389	37.1	556	40.0	167	12.0	666	47.9	1 5
A02	002	M	M	5,043	80.9	952	18.9	1,463	29.0	2,628	52.1	2 4
A03	003	M	M	3,012	65.1	609	20.2	554	18.4	1,849	61.4	1 5
A04	004	F	L	7,499	89.2	3,116	41.6	1,387	18.5	2,996	40.0	2 4
A05	005	M	L	8,839	85.1	3,011	34.1	2,387	27.0	3,441	38.9	2 4
A06	006	F	M	2,173	46.3	380	17.5	647	29.8	1,146	52.7	2 4
Totals:				27,956	73.4	8,624	30.8	6,605	23.6	12,727	45.5	

**\*\* Glossary \*\***  
 Totals % of Requirement = Total Calories Consumed / Calories Required from PANEL Data File.  
 % of Eaten = That Food's Calories Consumed / Total Calories Consumed.

## Actual Test Results Report - Individual Days

**Kennel Selection And Testing System - Actual Test Results Report**

Select Test ID: **2007001**    Select Report: Actual Test Results Report    Print    Graphics

Test Start: 01/01/2007, Days: 5, Animals: 6    Sort: Kennel Pos    Excel Page    Excel All    All Test Days

Totals    Stats    **Day 1**    Day 2    Day 3    Day 4    Day 5

### Kennel Selection and Testing System Actual Test Results Report Day 1

Test ID: 2007001 SPLIT PLATE TREAT  
 Test Date: Monday, January 01, 2007  
 Day Number: 1 of 5  
 Animal Count: 6 Total Animals (Small=1 Med=3 Lrg=2)

				BASE		EXPERIMENT #1		EXPERIMENT #2			
				Overall Totals		BULK		TREAT 1		TREAT 2	
						9:30		9:30			
KnI	Anml			Calories	% of	Calories	% of	Calories	% of	Calories	% of
Pos	ID	Sex	Size	Consumed	Requir.	Consumed	Eaten	Consumed	Eaten	Consumed	Eaten
A01	001	F	S	650	86.8	328	50.4	41	6.3	281	43.3
A02	002	M	M	1,225	98.3	407	33.3	289	23.6	529	43.2
A03	003	M	M	732	79.1	84	11.5	278	37.9	370	50.6
A04	004	F	L	2,094	124.6	840	40.1	507	24.2	747	35.7
A05	005	M	L	2,473	119.0	819	33.1	707	28.6	947	38.3
A06	006	F	M	648	69.0	97	14.9	174	26.8	377	58.2
Totals:				7,822	102.7	2,575	32.9	1,996	25.5	3,251	41.6

**\*\* Glossary \*\***  
 Totals % of Requirement = Total Calories Consumed / Calories Required from PANEL Data File.  
 % of Eaten = That Food's Calories Consumed / Total Calories Consumed.

**Kennel Selection And Testing System - Actual Test Results Report**

Select Test ID:  Select Report:

Test Start: 01/08/2007, Days: 5, Animals: 6 Sort:

Totals	Stats	Day 1	Day 2	Day 3	Day 4	Day 5
--------	-------	-------	-------	-------	-------	-------

## Kennel Selection and Testing System Actual Test Results Report Totals Page Analysis

Test ID: 2007002 SPLIT PLATE MAIN MEAL  
 First Test Date: Monday, January 08, 2007  
 Day Numbers: 1, 2, 3, 4, 5  
 Animal Count: 6 Total Animals (Small=1 Med=3 Lrg=2)

Knl Pos	Anml ID	Sex	Size	Overall Totals		BASE		EXPERIMENT #1	
				Grams Consumed	% of Offered	Grams Consumed	% of Eaten	Grams Consumed	% of Eaten
<b>Totals:</b>				4,617	51.3	1,555	33.7	3,062	66.3
<b>Animal Size Breakdown</b>									
	1	Small		730	48.7	170	23.3	560	76.7
	3	Medium		2,635	65.9	1,075	40.8	1,560	59.2
	2	Large		1,252	35.8	310	24.8	942	75.2

**Preference Analysis**

Preferences: (55%)  
 0 = BASE  
 5 = EXPERIMENT #1  
 1 = No preference  
 0 = Not qualified

	Food 1	Food 2
	Tot Pts 11	Tot Pts 25
	Avg Pts 1.83	Avg Pts 4.17

Level of Significance - Individual Preference 55%  
 97.465% (P Value = 0.02535)  
 (Z-Value = 2.23607)

Preference Points Table:  
 95% or greater: 6 & 0  
 75% or greater: 5 & 1  
 55% or greater: 4 & 2

Preferences: (60%)  
 0 = BASE  
 5 = EXPERIMENT #1  
 1 = No preference  
 0 = Not qualified

Level of Significance - Individual Preference 60%  
 97.465% (P-Value = 0.02535)  
 (Z-Value = 2.23607)

**Statistical Values & Analysis of Variance**

Level of Significance for Nondirectional Tests, ie. Two Tailed <->.  
 97.852% (P-Value = 0.02148)

Level of Significance for Directional Tests, ie. One Tailed -->.  
 98.926% (P-Value = 0.01074)

Source	Degrees Freedom	Mean Squares	f Values	t Values
Food	1	189,254.083	10.889	3.300
Animals	5	85,693.750	4.930	
Error	5	17,381.083		

Test Foods Grams Ratio: 1.97

## Graphics and Charts - Kennel Selection and Testing System

