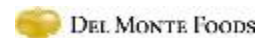


press release

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Americans Confess -- Wags Speak Louder Than Words

New Pup-Peroni(R) Survey Reveals that Majority of Canine Pet Parents Believe They Can Communicate With Their Dogs, Perhaps Better Than With Their Friends



SAN FRANCISCO, Mar 18, 2010 (BUSINESS WIRE) -- A recent survey by Pup-Peroni(R) dog snacks reveals that, despite the obvious language barrier, the majority of American canine pet parents believe they can communicate with their dogs. Nearly three in four (74 percent) pet parents surveyed report that their dog's body language or facial expressions let them know how their pet is feeling, while seven in ten (70 percent) believe they have "shared a look" with their pooch on at least one occasion. In fact, American dog parents are so confident about the bond they share with their pups, nearly half (49 percent) believe they know exactly what their pet is thinking and more than a third (34 percent) report that they've had an entire "conversation" with their dogs without saying a word -- highlighting that when it comes to the human-canine relationship, wags speak louder than words.

Pup-Peroni's new Wags, Not Words Survey, conducted by Kelton Research, reveals that the deep connection shared between pet parents and their dogs doesn't rely solely on words. Almost half (41 percent) of pet parents surveyed say that their canine friend is more likely to "notice" they've had a bad day than their best human friend and 69 percent believe their pooches know when they are feeling happy.

"Dogs are more than just a pet; they are confidants, therapists and best friends," said Christie Fleming, Vice President Marketing Pet Snacks, Del Monte Foods. "Our survey shows that even though pet parents and their dogs don't speak the same language, they share a very special and unique relationship, which allows them to communicate through wags, not words. So, when you think your dog is asking for a treat -- it's likely that he is."

PERCEPTIVE PUPS

Most canine pet parents find solace in knowing that their dogs are able to pick up on their emotions, such as happiness (69 percent), anger (67 percent) and even sadness (58 percent) without having to say a word. Whether they are happy, hungry or tired, their dogs "just know", and can often comfort and support them when they need it most. To add to the compelling statistics on a pup's perceptiveness, the survey revealed that an overwhelming 89 percent of dog parents believe there have been moments when their dogs tried to comfort them in times of need.

"When compared with other animals, dogs' ability to "read" humans is highly accurate. Dogs pick up information from the subtlest hand gestures and even understand the meaning of a human glance," said Patti Wood, body language expert. "Researchers believe that over centuries there's been direct selection for dogs with the ability to read social cues in humans, highlighting its importance."

A TRUE COMPAWNION

The unique communication shared between canines and their pet parents lends itself to a rewarding relationship for both. Some would even say their bond with their dog is stronger than the one they share with their closest comrades, as nearly two thirds (62 percent) of those surveyed believe that their dogs are more dependable than their human best friends. Furthermore, 67 percent of canine pet parents confess that when they're out of town, they're more likely to feel guilty about leaving their dogs behind than their own family and friends. Dogs are also the preferred company when it comes to unwinding. Nearly three in four (72 percent) prefer to blow off steam by taking a walk with their dogs than a close human companion. Additionally, the vast majority (89 percent) also admit that their pooches are typically more excited to greet them when they come home than their significant others.

For more information about Pup-Peroni dog snacks, visit www.Pup-Peroni.com.

About Del Monte Foods

Del Monte Foods is one of the country's largest and most well-known producers, distributors and marketers of premium quality, branded food and pet products for the U.S. retail market, generating approximately \$3.6 billion in net sales in fiscal 2009. With a powerful portfolio of brands including Del Monte(R), S&W(R), Contadina(R), College Inn(R), Meow Mix(R), Kibbles 'n Bits(R), 9Lives(R), Milk-Bone(R), Pup-Peroni(R), Meaty Bone(R), Sausages(R) and Pounce(R), Del Monte products are found in eight out of ten U.S. households. The Company also produces, distributes and markets private label food and pet products. For more information on Del Monte Foods Company /quotes/comstock/13*:dlm/quotes/nls/dlm (**DLM 14.40**, -0.14, -0.96%) visit the Company's website at www.delmonte.com. Del Monte. Nourishing Families. Enriching Lives. Every Day.(TM)

Survey Methodology

The survey was conducted by Kelton Research in January 2010 via an email invitation and an online survey to 1,001 American dog owners ages 18 and older. Findings in this report have a margin of error of +/-3.1%.

About Kelton Research

Kelton Research is a full service market research consultancy with offices in Los Angeles and New York. Kelton serves as a strategic partner to both Fortune 500 corporations and smaller companies, utilizing a wide range of qualitative and quantitative methodologies to drive tactical recommendations for clients. For more information about Kelton's services, please visit www.keltonresearch.com.

SOURCE: Del Monte Foods