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Exposure Trial by Leading Allergist Shows ALLERCA Cat is Hypoallergenic

Allergy Sufferers Can Now Enjoy Cat Ownership

Los Angeles – September 14, 2006 – Dr. Sheldon Spector, a leading allergist and clinical professor at UCLA, has designed a protocol and conducted an independent exposure trial that attests the hypoallergenic nature of the ALLERCA® GD cat, the world's first naturally bred hypoallergenic feline.

"This observation exposure shows the ALLERCA cat has hypoallergenicity," said Dr. Sheldon Spector who led the study. "I believe our design is very unique and a first of its kind since observing exposure to a hypoallergenic cat is so new to our field."

The allergy protocol involved exposing allergic patients to three rooms of cats for the same amount of time. Each patient in the exposure trial was blindfolded to avoid psychosomatic symptoms. The first room, the placebo room, featured a stuffed animal that felt like a cat. The second room housed Joshua, the ALLERCA hypoallergenic cat and the third room contained a regular cat, a Calico named Tiki.

The patients, all with clinically diagnosed cat allergy histories and positive skin tests, were unaware of the cat names, size, color or order of rooms. The exposure trial that took place in Los Angeles is one of several ongoing trials that will be submitted for publication by Dr. Spector. ALLERCA has been conducting internal trials over the last year but Dr. Spector's exposure study is the first independent external study conducted to date.

ALLERCA'S success in discovering the first hypoallergenic cats started with its proprietary diagnostic technology that detected minute specific variations in the feline D1 gene, responsible for producing the protein that causes humans to react. ALLERCA detected genetic divergences in the "code" of the Fel D1 gene sequence and selectively bred these genetically divergent (GD) cats. By testing for the presence of this divergent "code" in the offspring, ALLERCA produced the world's first scientifically proven hypoallergenic cats.

"These cats have been naturally bred," said ALLERCA'S spokesperson Dr. Bernadine Cruz, DVM, a veterinarian based in Laguna Hills, California. "ALLERCA found a naturally occurring divergence in the specific gene sequence and bred from there. Since it is natural, there are no long-term effects to worry about beyond natural evolution."

The ALLERCA kittens will be delivered to customers via their local veterinarian and will become generally available in the first quarter of 2007. The ALLERCA kittens come with premium pet insurance provided by Pets Best (www.petsbest.com), are micro-chipped, and are spayed or neutered. Along with a care pack provided to help a family raise their new kitten, each ALLERCA kitten comes with a unique Certificate of Authenticity that shows an actual image of its divergent gene sequence. Each ALLERCA cat is priced at \$3,950 and a waiting list already exists. A payment plan is available to help with the cost of purchasing and owning an ALLERCA kitten.

"It's not about the money for people who always wanted a cat but couldn't because they or someone they knew was allergic – it's about an investment in a family companionship that can live up to 12 years on average. It's hard to put a price tag on that," says Dr. Cruz.

ALLERCA hypoallergenic cats are bred in state-of-the art breeding facilities where the cats are socialized and well cared for under constant in-house veterinary care in preparation for delivery to their new families.

“The number one reason shelters receive cats is because the owner finds out they are allergic,” says Dr. Cruz. “ALLERCA works to ensure that their customers are committed to the responsibility of owning a cat for its life. The health and well being of the animal is ALLERCA’S top priority.”

About ALLERCA

ALLERCA is a lifestyle pet company based in San Diego with a strategic network of experts dispersed all over the U.S. ALLERCA’S mission is to connect people and pets according to one’s lifestyle. ALLERCA will be unveiling new lifestyle pets in the coming year. More information on ALLERCA can be found at www.allerca.com.

About Dr. Sheldon Spector

Dr. Spector is an internationally recognized expert in the field of allergy, asthma and clinical immunology. He is Clinical Professor of Medicine at the UCLA School of Medicine and formerly on the Board of Regents of the American College of Allergy, Asthma and Immunology (ACAAI). He has published over 250 journal articles, books and book chapters and lectures all over the world. Dr. Spector has his own practice, California Allergy and Asthma, located in Los Angeles.

To download high-res photos of an ALLERCA cat, please go to www.allerca.com/html/mediarelations.html.

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