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PRESS RELEASE

For Immediate Release

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Aquarium Pharmaceuticals, Inc Name Change

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Chalfont, PA Sept 1, 2007: Mars, Incorporated announced today the unification of its regional fishcare businesses into a newly named Mars Fishcare operating unit. This is part of Mars Incorporated ongoing plans to unify its regional corporate brands under the single corporate brand name, Mars. By the end of 2007, with a few exceptions, all of the company's units operating in more than 65 countries will be referred to as Mars.

"A single corporate brand name will consolidate and leverage the credibility and goodwill that Mars has earned world-wide through its famous product brands," said Mars Global President Paul S. Michaels. "By introducing a unified corporate brand name, Mars, we will reduce complexity, provide one point of reference and build greater awareness for our business."

The company's Fishcare unit is currently known as Aquarium Pharmaceuticals Inc.

About Mars Fishcare North America Inc

The brands now under the direction of Mars Fishcare North America, Inc have been leaders in their respective area of expertise for more than 35 years, manufacturing quality products for the total care of fish in aquariums and ponds. There are four powerful specialty brands in the Mars Fishcare portfolio of brands.

API™ delivers superior science in water testing and treatments as well as fish medications. API offers solutions from the fish experts for a happy and healthy aquarium environment.

PondCare® is the brand that helps pond hobbyists keep their backyard garden ponds clean and healthy by offering products that uniquely combine effective science with an extreme sensitivity to nature and the environment.

RENA® is the brand that has stood for innovative engineering in aquariums and aquarium equipment since 1957. Leading edge products from RENA provide fish enthusiasts with the equipment they need to recreate and enjoy nature's beauty at home.

Aquarian® is the only brand of fish food that can say it delivers superior nutrition because it was developed by food scientists at the renowned Waltham Center for Pet Nutrition in England.

The combination of the expertise and years of experience behind these brands under **Mars Fishcare** now provides the unique potential to deliver further new and innovative products. These will help to make fish keeping more convenient and satisfying for the fish hobbyist and expert alike.