

August 31, 2007

Paul S. Michaels, President
Mars, Incorporated
6885 Elm St.
McLean, VA 22101

Dear Mr. Michaels:

I am writing on behalf of PETA and our more than 1.6 million members and supporters to urge you to discontinue funding of all animal tests and pledge not to conduct or fund any animal tests in the future. Other major food corporations—including Coca-Cola, PepsiCo, Ocean Spray, Welch's, and POM Wonderful—have publicly ended animal tests after hearing from PETA. **We hope that Mars will follow this growing compassionate trend by signing the enclosed statement of assurance, as your top competitor Hershey's has recently done.**

Mars is currently funding a cruel cardiac experiment on rodents at the University of California, San Francisco, as well as sponsoring nutrition research chairs held by known animal experimenters at the University of California, Davis, and the University of Illinois—Urbana Champaign. Mars also funded a deadly experiment on mice that was published in a 2007 issue of the *Journal of Neuroscience* in which animals were fed flavanols and forced to swim in a pool of water filled with white paint. The mice had to find a platform to try to avoid drowning, only to be later killed and dissected.

After PETA uncovered a deadly physiology test on taste reception in rats that Coca-Cola was funding, the company responded: “Recently senior management became aware that research involving rats was being conducted as part of a grant we had funded at Virginia Commonwealth University to study taste reception. We have contacted the University and have discontinued our funding.” Mars should take similar steps to discontinue all support for animal experiments.

Please contact me with questions directly by e-mail at ShalinG@peta.org or by phone at 757-962-8325. Thank you for your consideration, and I look forward to your response.

Sincerely yours,

Shalin G. Gala (Mr.)
Research Associate

Enclosure: Food and Beverage Company Statement Regarding Animal Testing

cc: Dr. Harold Schmitz, Chief Science Officer



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS

September 24, 2007

Paul S. Michaels, President
Mars, Incorporated
6885 Elm St.
McLean, VA 22101

Dear Mr. Michaels:

I am writing to you again on behalf of PETA and our more than 1.6 million members and supporters, to urge you to follow the lead of The Hershey Company by pledging not to fund or sponsor any experiments on animals for food and nutrition research. **Specifically, we hope Mars will sign the enclosed statement of assurance, cancel all outstanding grants and financial commitments for animal tests, and prohibit animal experimenters from holding Mars endowed nutrition research chairs at universities.**

In one experiment supported by Mars and conducted by the current Mars Inc. Endowed Chair in Developmental Nutrition at the University of California Davis, rats were fed cocoa and anesthetized with carbon dioxide so that blood could be “collected by cardiac [heart] puncture”—a procedure criticized by U.S. Department of Agriculture researcher Dr. William T. Golde, who notes: “This is not a simple method ... Missing the heart or passing the needle completely through the heart could lead to undetected internal bleeding or other complications.” In addition, according to animal welfare experts, using carbon dioxide for anesthesia has been associated with “more than momentary pain and distress” in rodents.

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Other major food corporations—including Coca-Cola, PepsiCo, Ocean Spray, Welch’s, and POM Wonderful—have publicly ended animal tests after hearing from PETA. Welch’s now states on its Web site: “With the broad range of research alternatives available today, we at Welch’s have determined that we can remain committed to scientific research regarding the vital connection between diet and health without the further funding of animal research.”

Mars has the ability to end all animal tests conducted on their behalf and we hope that you will pledge to work with us to achieve this goal today. I can be reached at 757-962-8325, or via e-mail at ShalinG@peta.org to discuss this matter further. Thank you for your time, and I look forward to your response.

Sincerely yours,

Shalin G. Gala
Research Associate

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cc: Dr. Harold Schmitz, Chief Science Officer



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