



**FOR IMMEDIATE RELEASE
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**KEEPING FIDO FIT JUST GOT EASIER WITH NEW
DOGSLIM™ WEIGHT MANAGEMENT PRODUCTS FROM PETAG, INC.**

**Trusted pet health and wellness product manufacturer introduces new line
of canine weight management products**

Hampshire, Ill. – August 24, 2009 -- Obesity is a major health concern that affects a pet's physical wellness, just as it does in humans, so it's important to be watchful and responsible as a pet owner. According to a 2008 Association for Pet Obesity Prevention survey, over 44 percent of dogs are now estimated to be overweight or obese. Maintaining healthy weight and preventing obesity is tantamount to ensuring pet health.

To help owners implement a well-managed weight loss plan for pets, PetAg, Inc. is introducing DogSlim™ products. DogSlim's family of products includes an easy-to-mix powder that is the first all-natural, low-calorie meal replacement created to provide a nutritionally balanced solution for overweight adult dogs. Substituting 25% of a dog's standard meal each day with this tasty low calorie, high in fiber liquid meal helps curb hunger and increase stamina while providing essential vitamins, minerals and milk proteins.

The company's DogSlim products also include two bite-sized, functional dog treats. DogSlim Low-Calorie Bites offer real nutrition rather than empty calories with an all-natural, anti-oxidant filled treat with real pumpkin and green tea. DogSlim Mixed Fruit and Veggie Bites are a healthy treat option that feature the goodness of real apple fiber, strawberries or carrots in soft, oven baked all natural treats.

"Pet owners that continue to over-feed and over-treat their dogs add weighty
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DogSlim Products Launched by PetAg, Inc.

challenges for their loyal companions,” said Darlene Frudakis, president and COO for PetAg, Inc., a woman-owned pet products manufacturer based in Hampshire, Illinois. “This challenge can be compounded as an aging dog’s metabolic rate can decrease by up to 30 percent,” she added.

Every pet is different, so Frudakis urges pet owners to work closely with a trusted veterinarian to determine a pet’s optimal weight. Rapid, unexplained weight gain may be a warning sign indicating a number of health issues, ranging from excess fluid retention due to kidney problems, to a hormone imbalance caused by any number of medical conditions. Obesity contributes to diabetes, heart disease, respiratory disorders, osteoarthritis and more.

Exercise is mandatory when trying to help a pet lose or maintain its optimum weight. Take dogs on an extra walk each day. Remember, it’s good for the pet owner, too! Keep in mind, however, dog health-related issues that might affect a pet’s ability to exercise. A dog with the joint issues might only go for an amble on warmer days outside.

Dogs have different nutritional and digestion needs than humans, so while pets may enjoy lapping up leftovers, those same treats contribute extra calories that can contribute to expanding waistlines. Studies have shown that a pet living on a lean diet can live up to two years longer than a pet that is constantly overfed either with its regular diet or with treats and table scraps.

A 6 oz. supply of DogSlim powder retails for \$10.99 for a one week’s supply for smaller dogs. A larger size dog will show benefits with the 28 oz. can, one month supply that retails at \$35.99. The 8 oz. package of both DogSlim Bites options retail for \$6.99. All products are available at reputable pet product retailers and online. For more information, visit www.petag.com.

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