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**NEW ECO FRIENDLY RAWHIDE BRAND® PACKAGING OFFERS A  
TREAT FOR THE ENVIRONMENT AS WELL AS DOGS**

**PetAg, Inc. is helping to sustain the environment by offering new eco-friendly packaging for their all-natural rawhide chews**

**FEBRUARY 11, 2009 -- HAMPSHIRE, III.** – The brand new Rawhide Brand® eco-friendly label and packaging materials marks the latest line of all-natural rawhide chews made from free range, natural grass-fed Brazilian beef hides, without chemicals, preservatives or bleaches. Using the highest quality rawhide in the marketplace, PetAg, Inc., the Hampshire, IL-based pet product manufacturer that owns the Rawhide Brand, is dedicated to helping sustain the environment through this and future initiatives.

"We continue to look at ways to improve our product line-up in the health and wellness category," said Darlene Frudakis, president and COO for the woman-owned pet product manufacturer. "We continually seek ways to enhance pets' health so developing products that help improve pets' environment is a natural addition," she added.

The Eco Friendly label which features a bright goldenrod ribbon above the PetAg's notable blue disc is printed with Paperocks made from real stone. This provides a unique "green sheet" that's tree-free, uses 25 percent less ink than regular paper, and contains 80 percent post-industrial calcium carbonate waste materials. It is also recyclable and tear resistant. The new eco-friendly net bag enclosing the all-natural rawhide chews features netting made with Vexar Ecocycle Technology. It is recyclable and formulated to decompose ten times faster than standard plastic netting.

Rawhide Brand's all-natural chews are antibiotic, hormone and preservative free. All products are lot-coded for traceability back to the cow. This is the safest and most highly desirable product in the marketplace. Each chew offers stain-free coloring and natural beef marinade that is absorbed throughout the chew for a longer lasting and enjoyable safe treat for dogs.

The Eco Friendly line is available on shelves in Summer 2009 for a suggested retail price range of \$2.99-12.99

Visit [www.petag.com](http://www.petag.com) to find distributors and information.



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