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## A Weighty Resolution for Fido and Fluffy

PetAg offers Products to help Companion pets get fit in the New Year

(January 4, 2011) Weight-loss is one of the top New Year's resolutions among people, but with more than 44 percent of dogs and 57 percent of cats estimated to be overweight or obese, pet parents should consider the need to include their beloved companion in their weight-loss goals for the New Year.

For over 70 years, PetAg, Inc. has been a leading manufacturer of high-quality pet nutrition and health conscious products and leads the pack in weight management products for dogs and cats. PetAg products can be found nation-wide at leading veterinary clinics, retail outlets, and online where pet products are sold. For more information about PetAg products and for helpful pet nutritional and weight-loss tips, visit <http://www.petag.com/health-fun-fitness-pet-blog.asp>.

PetAg's complete line of weight loss and maintenance products include:

### **CatSlim™**

CatSlim is the first all-natural, low-calorie liquid meal replacement designed especially for keeping cats slim. Because forced weight loss can be harmful to a cat, CatSlim is designed to offer a nutrition-packed alternative to regular feedings in a highly concentrated formula that naturally helps maintain healthy weight. The product's formula is high in fiber, vitamin and mineral rich, and its vanilla flavor and high milk protein base is antibiotic-free and does not include preservatives, artificial flavors or colors. CatSlim is intended for adult cats and meets the AAFCO requirements of an adult maintenance diet.

Packaging: 6 or 28-ounce cans

Suggested retail price: \$7.29-\$19.99

### **DogSlim™**

DogSlim easy-to-mix powder is the first and only all-natural, low calorie meal replacement created to provide a nutritionally balanced solution for overweight adult dogs. Substituting 25-percent of a dog's standard meal each day with this tasty high-fiber liquid meal helps

maintain a healthy weight, while also providing essential vitamins, minerals and milk proteins.

Packaging: 6 or 28-ounce cans

Suggested retail price: \$10.99 – \$35.99

### **DogSlim™ Treats**

Feeding treats responsibly is a key factor in maintaining optimal weight among dogs. Many treats are filled with fat and empty calories, which can add up to 100 calories per treat to a dog's daily diet. PetAg's DogSlim product line provides a responsible way to reward dogs with three nutritional and favorable bite-sized treat varieties. Each variety comes in an 8-ounce package with a suggested retail price of \$6.99. They are ideally-sized to carry on walks or runs, and include:

*DogSlim Low-Calorie Bites* are nutritious, all-natural treats filled with antioxidants and made with real pumpkin and green tea.

Suggested retail price: and package size

*DogSlim Mixed Fruit and Veggie Bites* are a healthy treat that features the goodness of real apple fiber, strawberries or carrots in a crunchy, oven-baked all natural treats. Suggested retail price: and package size

*DogSlim Sweet Potato Bites* are made with real sweet potato, a great source of vitamin A. Highly palatable, these gluten-free treats are high in dietary fiber and low in fat and are easy to bite, which makes them ideal for senior dogs. Suggested retail price: (and package size)

### **Rawhide Chews**

Rawhide Chews offer a functional and fun way for dogs to chew on something low-cal and provide calorie-burning activity. PetAg manufactures a leading line of chews that are hormone-free and made from free range, natural grass-fed Argentinean and Brazilian beef hides without chemicals, preservatives or bleaches. Pet owners should be certain to monitor their dog while it's enjoying a chew. PetAg's Rawhide Chews come in a variety of sizes, shapes and flavors, including:

#### *Ultra –Premium Rawhide Chunky Chews®*

To meet the needs of owners seeking chews for their large-breed dogs, this chew is offered in a variety of ergonomic, big-dog friendly shapes. The product features layers of solid rawhide that is compressed and tied into the patented Round Safety-Knot® design, ideal for aggressive chewers as the shape naturally slows down the chewing process. Suggested retail price: \$8.99 – \$18.99 for sizes ranging from 7-to 14" inch chews.

#### *Rawhide Brand® Chews with Eco-Friendly Packaging*

Helping to reduce your carbon footprint this Holiday Season, this new all-natural rawhide variety features eco-friendly, recyclable labels and packing for a variety of Chew products. Suggested retail price: \$7.99 – \$13.99, depending on the chew type and size.

#### *Rawhide Brand® Chews Marinated in Fountain-Drink Flavors*

Marinated in root beer and vanilla flavors, the fun shapes, colors and tastes of these novelty

chews will keep dogs of all sizes merry all Holiday season long. Owners will appreciate the nutritional value of the chews, which include a patented application of nutraceuticals. The Rawhide Brand Chews also are available in traditional chicken and beef flavors. Suggested retail price: \$3.99- 19.99 depending on sizes ranging from 5-to10" twists, braids and knots. **Coming Soon – Summer 2011:** Look for our new Rawhide Brand Jerky made in the USA with real all natural Bison, Elk and Venison with fruits and vegetables plus the all natural RB Snack Shop line of chews. For samples and more information, contact Denise O'Handley.

#### **About PetAg, Inc.**

For over 70 years, PetAg, Inc. has been a leading manufacturer of high-quality pet nutrition and health conscious products. Headquartered in Hampshire, Ill., PetAg has brought pets and their owners some of the most recognized brand names in the industry. PetAg products cover a wide range of animals through every stage of the life cycle. From newborn care including the scientifically balanced neonatal milk replacers, Esbilac® and KMR®, to senior pet care supplements including the patent-pending CatSure and DogSure which lead the category. PetAg's health and fitness categories include Rawhide Brand® and Chunky Chews® for dogs, DogSlim products and treats, and Hawaiian Delights edible toys for birds. Each of the product categories has the same focus: to enrich and prolong the lives of pets. **Editor's Note:** Product samples and high resolution photos available upon request.