

Dogs Won't Bite Off More Than They Can Chew With Petag's New Rawhide Brand® Premium Round Safety-Knot™ Chews

ERGONOMIC DESIGN AND PATENTED MARINADES DIFFERENTIATE RAWHIDE BRAND FROM COMPETITION

HAMPSHIRE, Ill. – September 26, 2006 – One could say that president and COO of PetAg, Inc., Darlene Frudakis, literally cut her teeth on the rawhide industry when she manufactured her first product for pets, Rawhide Brand® dog chews, nearly 25 years ago. The forward-thinking entrepreneur has since developed and patented three important components that help make this company's rawhide chews unique in the mega-million dollar dog chew business. Today, the internationally recognized pet product manufacturing company introduces their newest chews to the market just in time for seasonally-inspired indoor pet entertainment.

"The new Round Safety-Knot design minimizes a dog's ability to bite off more than he or she can chew," said Frudakis. "Furthermore, the Safety-Knot chews help slow down the chewing process and ultimately helps avoid digestive disorders caused from swallowing large chunks of rawhide," she added.

This is an attribute that is especially important for puppy owners that are seeking a safe alternative to chewing furniture and shoes, or flat-knot chews.

The 2005/2006 American Pet Products Manufacturers Association National Pet Owners Survey determined that 60 percent of dog owners purchased a chew for their pet in the past 12 months, with the majority buying rawhide chews. This popular treat reaches a new level of quality with the Safety-Knot and ergonomic design which makes these chews easy to enjoy.

NEW ROUND SAFETY-KNOT CHEWS INTRODUCED

In 1999, Rawhide Brand was the first to introduce and patent the application of nutraceuticals to its 100% natural grass-fed beef rawhide chews. Discriminating dogs will enjoy the new novelty chews marinated in fountain flavors including root beer and vanilla, and nutraceutical versions that include glucosamine and dental mint to address aging-joint pain issues or bad breath, respectively. Other flavors available include the more traditional chicken and beef.

Unlike the competition's basting methods for applying flavor and color, Rawhide Brand's unique marinating process infuses the rawhide completely so flavors and nutraceuticals are delivered throughout the entire chewing process. Available on store shelves in early fall, the chews offer buyers another important difference. Unlike many other brands of rawhide chews, Rawhide Brand does not use bleach to whiten its natural beef hides. The company purposely selected peroxide to sanitize and clean the Rawhide Brand products because no residue is left behind to taint the chews presented to faithful companions.

For large breed dogs, the bigger Ultra-Premium Rawhide Chunky Chews® are available. Suggested retail prices for Rawhide Brand Premium chews start at \$1.99 and can be purchased in retail outlets across the nation and by mail order. For more information, visit www.petag.com.