



CONTACT: Darlene Frudakis
dfrudakis@petag.com
415-613-4534

Ali Lamb
R and R Management
ali@randrmt.com
801-209-5115

PetAg Nutritional Products Offer The “PURRRFECT” Way For Cat Lovers To Recognize Their Feline Friends On National Cat Day, October 29

National Cat Day encourages cat adoption – PetAg products provide the ideal solutions for the needs of rescued cats

Hampshire, Ill. (October 25, 2010) — For over 70 years, PetAg, Inc. has been a leading manufacturer of high-quality pet nutrition and health conscious products. In recognition of National Cat Day, which encourages cat adoption and raises awareness of the nearly 4 million cats in need of rescue annually, PetAg offer’s cat lovers a variety of products ideal for each life stage and wellness condition.

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 nutritional and care tips for cats, visit www.petag.com.

CatSure®

Cats in need of rescue often enter shelters with a range of health issues and adopting a sheltered cat may require the new owner to provide extra care for their new furry companion. CatSure is the only liquid product available that can serve as a nutritional meal replacement solution for ailing or aging pets that can’t or have lost their desire to eat. The highly palatable, vanilla-flavored liquid was formulated with high quality protein to help maintain muscle mass and body systems in sick or older cats. The product also includes fats and structured carbohydrates that provide a more uniform release of glucose and energy delivery throughout the day. CatSure may also be mixed with a cat’s normal food and offers a good source of DHA, which studies have shown improves memory in aging cats. Each can provide two-to three servings.

Packaging: 11-ounce can

Suggested retail price: \$7

Bene-Bac™ Pet Gel

Bene-Bac Pet Gel is a concentrated live culture of seven common digestive bacteria found in the intestinal tracts of mammals. Ideal for a newly adopted cat, it's recommended any time an animal experiences stress from changing nutritional or environmental conditions. In fact, animal shelters and wildlife rescues depend on Bene-Bac to calm nervous animals' digestive systems. The product contains 20 million Colony Forming Units (CFU) per gram of viable lactic acid producing bacteria.

Packaging: 1gm four pack or 15gm syringe

Suggested retail price: \$3.99-\$9.99

Hairball Solution Gel

One of the most common discomforts in cats is hairballs, which cat owners understand and for which new feline owners will quickly be seeking a solution. Hairball Solution Gel by PetAg is a nutritional supplement that offers a quick and painless way to eliminate and prevent hairballs. The highly palatable, chicken-flavored gel offers an excellent source of vitamins A, E and K, and contains zinc and biotin to reduce shedding and maintain a glossy coat and Taurine for proper eye development and muscle health. Hairball Solution also serves as a gentle laxative and is easy to feed from the finger, dish or the pet's front paw.

Packaging: 3.5 ounce tube

Suggested retail price: \$5.99

CatSlim

According to the Association for Pet Obesity Prevention (APOP), 57 percent of cats in the United States are overweight. Maintaining a cat's healthy weight and preventing obesity is key to ensuring a healthy lifespan for felines. PetAg's 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 curb appetites while helping to metabolize fat. The product's formula is high in fiber, vitamin and mineral rich, and its vanilla flavor and high milk protein base is antibiotic-free, hormone-free and does not include preservatives, artificial flavors or colors.

Packaging: 6 or 28-ounce cans

Suggested retail price: \$7.29-\$19.99

MirraCoat™ O3 Skin and Coat Supplement

MirraCoat O3 is a premium, organic nutritional food supplement for cats and other animals that need special attention to help control shedding, scratching, dull coat and dry, flaky skin. Formulated with a blend of organic oils, including flaxseed – a leading source of DHA – the product is most beneficial for animals five-years and older. MirraCoat aids in restoring skin and coat condition after treatment for non-nutritional problems such as parasites, trauma and allergies. The product is fast acting, with improvements seen after two weeks of proper use.

Packaging: 4-ounce bottle

Suggested retail price: \$6.99

Vision Aid Pet™ Gel

Vision Aid is an oral supplement designed to aid vision development and ocular maintenance. The formula includes arginine and methionine for the prevention of juvenile cataracts in animals, and beta-carotene (a source of vitamin A) and carnitine to promote the absorption of fatty acids. Vision Aid Gel is an easy to administer, highly palatable gel.

Packaging: 3.5 ounce tube

Suggested retail price: \$5.99

Editor's Note: Product samples and high resolution photos available upon request.