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**NEW PETAG WEIGHT MANAGEMENT TREATS OFFER THE  
“PURRRFECT” WAY FOR CAT LOVERS TO  
REWARD THEIR FELINE FRIENDS**  
*CatSlim Jerky Snacks offer a nutritious treat alternative*

(June 1, 2011) Hampshire, Ill. Meeting the demands of today’s health conscious and value-driven pet parents, PetAg, Inc. introduces CatSlim® Jerky Snacks, an innovative product line of weight management treats that provide owners a nourishing way to reward their beloved pets. CatSlim Jerky Snacks are slated to hit shelves July 1, 2011 nation-wide at leading retail outlets where pet products are sold.

CatSlim Jerky Snacks are all natural, preservative and gluten-free snacks providing energy-dense nutrients, such as fiber and protein, and are made from U.S. farm-raised chicken and fish. The snacks are soft and moist in texture, providing a tasty treat low in fat and calories. CatSlim Jerky Snacks come in two flavors, including Chix & Cheese and Southern Catfish.

Packaging: 2-ounce packages

Suggested Retail Price: \$7.99

PetAg, Inc. is headquartered in Hampshire, Ill. where it has been a leading manufacturer for 80 years of high-quality pet nutrition and health conscious products. PetAg, Inc. is the leading producer of weight management and senior pet products, two of the fastest growing categories in the pet industry, and is a highly respected maker of pet supplements used by pet owners and veterinarians.

A Technical Service representative is available to answer product use and technical questions Monday - Friday from 8 a.m. – 5 p.m. EST at 800-323-0877, and consumers can earn free products by joining PetAg’s Frequent Buyer Program online.

For more information about PetAg products and helpful tips on weight management and other fitness and health concerns for pets, visit [www.petag.com](http://www.petag.com) and follow PetAg’s blog at <http://www.petag.com/health-fun-fitness-pet-blog.asp>. Also join its network on Facebook at [www.facebook.com/petagproducts](http://www.facebook.com/petagproducts) and follow them on Twitter at

[www.twitter.com/petagproducts](http://www.twitter.com/petagproducts).

### **Chix & Cheese Nutrition Facts**

Ingredients: Chicken, brown rice flour, oat flour, non-fat parmesan cheese, sea salt, soy sauce powder, guar gum, ground basil, ground black pepper.

Guaranteed Analysis:

Crude Protein, min – 24%

Crude Fat, min – 2%

Crude Fiber, max – 6.5%

Moisture, max – 41 %

### **Southern Catfish Nutrition Facts:**

Ingredients: Catfish, barley flour, brown rice flour, oat flour, sea salt, guar gum, parsley powder, ground black pepper.

Guaranteed Analysis:

Crude Protein, min – 24%

Crude Fat, min – 2%

Crude Fiber, max – 6.5%

Moisture, max – 41 %

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

For 80 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<sup>®</sup> and KMR<sup>®</sup>, 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<sup>®</sup> and Chunky Chews<sup>®</sup> 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.

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### **EDITOR'S NOTE:**

Product samples and high resolution product package images available upon request.