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**PET AG, INC. DEBUTS A NEW BREED OF
HEALTH AND WELLNESS PRODUCTS FOR DOGS**
*New Dog Slim Snack Bites and Rawhide Jerky Treats
Help Keep Dogs Fit*

(June 1, 2011) Hampshire, Ill. –Meeting the demands of today’s health conscious and value-driven pet parents, PetAg, Inc. introduces an innovative product line-up of weight management treats for dogs that provide owners nourishing ways to reward their beloved pets. New Dog Slim™ Snack Bites and Rawhide® Jerky Treats come in a variety of flavors dogs love, while also providing them with essential vitamins, fiber and other nutrients. The products are slated to hit shelves July 1, 2011 nation-wide at leading retail outlets where pet products are sold.

The new **DogSlim Snack Bites Sweet Potato and Rice** flavor is the newest addition to the popular DogSlim line of products. The new flavor features a low calorie, low fat treat made with all natural ingredients, offering an excellent source of vitamin A, dietary fiber, FOS (fructooligosaccharides) and other nutrients. In addition, the treats are highly palatable, crunchy, and gluten-free. DogSlim Snack Bites are ideal treats for on-the-go and come in two additional flavors to the new Sweet Potato and Rice bites, including Mixed Fruit and Veggie and Low Calorie with pumpkin, cranberries and green tea.

Packaging: 8-ounce packages

Suggested Retail Price: \$6.99

For dogs watching their waist-lines, **Rawhide Brand Jerky Treats** are delicious, all natural treats high in energy-dense nutrients and low in fat and calories.

Rawhide Brand home-style jerky treats are made from U.S. farm raised meats and fish and are preservative and gluten free. Rawhide Brand Jerky Treats come in four moist gourmet flavors, including Southern Style Catfish, New England Style Venison, Southwestern Style Elk, and Midwestern Style Bison.

Packaging: 4-ounce packages

Suggested Retail Price: \$8.99

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 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 and follow them on Twitter at www.twitter.com/petagproducts.

Dog Slim Sweet Potato and Rice Nutrition Facts

Serving size: 1 bite per 15lbs of body weight

Calories per serving: 25 kcal per bite

Guaranteed Analysis:

- Crude Protein, min – 7 %
- Crude Fat, min – 2 %
- Crude Fat, max – 3 %
- Moisture, max – 9 %

Rawhide Brand Jerky Treats Nutrition Facts

Midwestern Style Bison Ingredients: Bison, oat flour, brown rice flour, barley flour, apple powder, sea salt, ground basil, ground oregano, ground black pepper, ground rosemary, parsley powder, guar gum.

New England Style Venison Ingredients: Venison, oat flour, brown rice flour, barley flour, sea salt, carrot powder, parsley powder, maple syrup powder, cranberry powder, ground black pepper, guar gum.

Southern Style Catfish Ingredients: Catfish, barley flour, brown rice flour, oat flour, parsley powder, sea salt, guar gum.

Southwestern Style Elk: Elk, oat flour, brown rice flour, barley flour, zucchini powder, chili powder, sea salt, ground black pepper, cumin, parsley powder, lime juice powder, guar gum.

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[®] 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.

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EDITOR'S NOTE:

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