

CONTACT: Ali Lamb
R and R Management
ali@randrmgt.com
801-209-5115

PUPPY LOVE IS IN THE AIR
PetAg's Esbilac® Newborn Milk Replacer Celebrates
80 Years of Saving Lives

(May 3, 2011) Hampshire, Ill.— PetAg, Inc. has created and manufactured trusted health and wellness products for companion pets since its inception in the 1930s. Originally founded as a division of Borden, Inc., the company unleashed its product creativity by inventing the category of newborn nutrition for puppies with Esbilac®, the first commercially produced newborn milk replacer for puppies. This spring, Esbilac celebrates its 80th anniversary of saving puppies lives worldwide as the number one selling puppy milk replacer – and since its introduction in 1931 – has grown the category to include a full line of leading products designed for the care and feeding of young canines.

“Today millions of pet owners and their dogs have grown up with Esbilac and PetAg’s many other high quality nutritional products,” said Darlene Frudakis, president and COO of the woman-owned company. “Esbilac is still a vital product after 80 years and has saved lives and helped young pets thrive around the world. Not many products can stand this test of time.”

With the spring season here and puppies on the way, PetAg’s line of milk replacers, feeding kits and nutritional supplements provide owners of young canines with a complete nutritional care system for their beloved new companions. PetAg products can be found nation-wide at leading retail outlets where pet products are sold and consumers can earn free products by joining PetAg’s Frequent Buyer Program on line. A Technical Service representative is available to answer product use and technical questions Monday – Friday from 8 a.m. – 5 p.m. ET at 800-323-0877. For more information about the Frequent Buyer Program and helpful tips on caring for newborns and puppies, visit www.petag.com and follow PetAg’s blog at <http://www.petag.com/health-fun-fitness-pet-blog.asp>.

PetAg Health and Wellness Line of Products for Puppies

Esbilac® Liquid or Powder's formula closely matches a mother’s milk in protein and energy and has set the standard in canine newborn nutrition for 80 years. Esbilac is also recommended for growing puppies or adult dogs that are stressed and require a source of highly digestible nutrients. Esbilac comes in liquid or powder form. The powder form has recently been refined with a new homogenization and pasteurization

manufacturing process that assures long-lasting freshness and stability of this preservative-free product. Before feeding a feeding a milk replacer, be certain to check the expiration date and make sure it does not have an unexpected or uncharacteristic odor or texture. Packaging: Esbilac Liquid and Powder are produced in a variety of sizes; Suggested retail price: Range from \$3.99 to \$49.99

Goat's Milk Esbilac® (GME) all natural formula is far superior to anything that can be made at home and ideal for the naturalist consumer. Prepared with whole goat's milk, the ready-to-feed liquid milk or powder formula is a great nutritional solution for puppies with sensitive digestive systems.

GME can also be used as a supplement for growing puppies that are stressed by environment or situation, and require a source of highly digestible nutrients. Fortified with essential amino acids, GME is formulated specifically for canines, but also works very well with bunnies, providing a protein, carbohydrate and fat calorie pattern similar to a mother's milk. Before feeding a feeding a milk replacer, be certain to check the expiration date and make sure it does not have an unexpected or uncharacteristic odor or texture. Packaging: GME Liquid and Powder are produced in a variety of sizes; Suggested retail price: Range from \$6.99 to \$59.99

Esbilac Mixing Instructions

As part of PetAg's educational campaign, complete safety, handling and mixing instructions are available on line, including a video on feeding newborn puppies. Visit www.petag.com and click on Consumer Resources for more information.

Additional Newborn and Puppy Products by PetAg, Inc.

Bene-Bac features a concentrated live culture of seven common digestive bacteria found in the intestinal tracts of mammals, and is used in animals experiencing stress from changing nutritional or environmental conditions. Bene-Bac comes in a powder and gel form. Packaging: A variety of sizes are offered; Suggested retail price: Range from \$4.99 - \$16.99.

Esbilac® 2nd Step Puppy Weaning Food is a creamy transitional cereal developed to follow Esbilac for easy transition from milk to solid food. It offers completely balanced nutrition to meet the nutritional requirements for growth established by the Association of American Feed Control Officials (AAFCO). Esbilac 2nd Step Weaning Food has superior digestibility and palatability. Packaging: 14 oz. and 5 lb. quantities: Suggested retail price: \$8.99 and \$39.99

Newborn Care Packs come with four top-line PetAg products, offering one-stop shopping for newborn puppies. Each kit contains: Esbilac Liquid, 2nd Step Weaning Food, Bene-Bac and 4 oz Nurser Bottle for puppies. Suggested retail price: \$19.99.

Esbilac® Emergency Feeding Kits are a great starter kit for caring and feeding a newborn. Kits include everything needed to nurse an orphaned puppy, including: a 3/4 oz. pouch of Esbilac, a 2 oz. nurser bottle, Bene-Bac single dose tube to relieve a puppy's intestinal distress and a brochure on how to care and feed an orphaned animal. Suggested retail price: \$7.49.

About PetAg, Inc.

For over 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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