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**PET AG, INC. DEBUTS A NEW BREED OF
HEALTH AND WELLNESS PRODUCTS AT
GLOBAL PET EXPO, MARCH 16-18**

****BOOTH NUMBER 2612****

(March 16, 2011) Orlando, Fla. –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, natural chews, and supplements for common health conditions and wellness concerns in cats and dogs at Global Pet Expo, March 16-18, Orlando, Fla.

PetAg, Inc. is headquartered in Hampshire, Ill. where it has been a leading manufacturer for more than 70 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.

For more information about PetAg products visit www.petag.com

PetAg’s complete line of new products to be debuted at Global Pet Expo include:

PETAG NEW LINE OF HEALTHY TREATS

CatSlim® Jerky Snacks

These all natural, preservative and gluten-free snacks offer 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

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PetAg – Global Pet Expo/Add 1

Rawhide Brand® Jerky Treats

For dogs watching their waist-lines, these delicious, all natural treats are 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.

DogSlim™ Snack Bites

The new Sweet Potato and Rice flavor addition to the popular DogSlim product line is 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, and 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

PET AG NEW LINE OF ALL NATURAL CHEWS

Rawhide Brand® Flavor Essence Chews

Debuting in five fun and tasty all natural flavors, including Root Beer and Vanilla, Cinnamon Bun, Maple Bar, Prime Rib and Hot Dog, these chemical and preservative-free chews feature a clear marinade made and applied in the USA that allows for hours of tasty chewing without any mess from coloring. Rawhide Brand Flavor Essence Chews have a pleasant aroma and are made from 100 percent grass-fed, free-range Argentinean or Brazilian beef hide, and each package is lab tested and lot coded with the date of production that identifies the ranch of origin. The patented Safety-Knot® bone design slows down the chewing process so the chew lasts longer – a feature that pet owners appreciate. Packaging: All top selling shapes and sizes available in single and multi-packs

PET AG NEW LINE OF SUPPLEMENTS FOR OPTIMAL HEALTH AND WELLNESS

PetLac® Puppy and PetLac® Kitten

These milk replacement powder supplements for newborn pets provide a complete food source for orphaned or rejected puppies and kittens, and for weaning or for older pets requiring additional nutrition. An economical supplement, PetLac provides essential vitamins, minerals and amino acids required for proper growth and development with added FOS (fructooligosaccharides) and market-leading probiotic Bene-Bac® with seven strains of beneficial bacteria. Packaging: 10.5 oz /300 grams

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PetAg – Global Pet Expo/Add 2

BeneBac Plus

PetAg's trusted all natural BeneBac formula is now upgraded with FOS (fructooligosaccharides), an important source of healthy carbohydrates, in its complete product line of gels and powders packaged specifically for small animals, horses, large mammals, cats, dogs, birds and reptiles. BeneBac Plus 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 to help intestinal stabilization.

EnteralCare™ KC/Feline and Enteral Care™ KC/Canine

For veterinary use only, this liquid diet is suitable for cats and dogs with renal conditions. EnteralCare KC is formulated with highly digestible, well balanced milk proteins and amino acids, and lower levels of balanced minerals to help prevent kidney stress. EnteralCare KC also contains enhanced levels of vitamins, Omega 3 and 6 fatty acids and flaxseed oil, a good source of DHA. The liquid is extremely palatable, promoting voluntary consumption, and may be mixed with prescription diet foods to increase those foods' palatability. EnteralCare KC also can be used for syringe feeding and for small bore tube feeding at any point in the GI tract. Packaging: 11-ounce cans

About PetAg, Inc.

For over 70 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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