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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**

(March 23, 2011) Hampshire, Ill. –Meeting the demands of today’s health conscious and value-driven pet parents, PetAg, Inc. has introduced 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 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

-MORE-

## PetAg New Dog Products/Add 1

These and other PetAg products can be found nation-wide at leading retail outlets where pet products are sold.

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](http://www.petag.com)

### Dog Slim

#### **Nutrition Facts**

Serving size: 1 bite per 15lbs of body weight  
Servings per container: 14  
Calories per serving: 60  
Total fat per serving: 1 g  
Total trans fat per serving: 0 g

#### **Nutrition Facts**

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