



BELLROCK GROWERS

NEWS RELEASE

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Howard Pickens to Manage Bell Rock Growers National Sales

*Twenty-year Pet Industry Veteran to Expand Green Nutrition Pioneer's
Presence in Pet Specialty Market*

SAN DIEGO, CA (Feb. 12, 2009) – Bell Rock Growers, the pioneer grower and supplier of green nutrition products for pets, is retaining industry sales veteran Howard Pickens to expand the company's presence in the pet specialty market nationwide. The company supplies a one-of-a-kind line of pet products, called Pet Greens®, Powered with Green Nutrition™, including live wheat grass and catnip, dog and cat treats made with wheat grass, self-grow wheat grass kits, premium dried catnip buds and an earth-friendly grooming line containing wheat grass.

Pickens brings more than twenty years of successful sales management experience in the pet industry with such companies as Willinger Bros. Inc., Tetra and Hartz Mountain. Pickens is also currently responsible for sales efforts with Hyper Products.

According to Bell Rock Growers Co-Founder Catherine Hoffmann, Pickens' extensive background and industry connections are ideally matched with the company's powerful growth potential. "Pet Greens products are already popular with our current retailers nationwide because of the brand's strong aisle appeal with health conscious consumers," says Hoffmann. "Howard's addition to our sales efforts will help Bell Rock Growers spread the power of green nutrition to a wider audience of pet owners on the lookout for high quality, nutritious products at reasonable prices."

A recent survey conducted by Kelton Research shows enormous growth potential for green nutrition products among pet owners nationwide. According to the study, more than 79 percent of dog and cat owners would like to include green nutrition more often in their pets' diets. Sixty-five percent would choose a green treat over a non-green treat for their pets, depending on the price. Twenty-five percent would be willing to pay more for products with green nutrition.

Bell Rock Growers is the only company to provide a complete line of products Powered with Green Nutrition™. Consumer demand has already translated into strong sales for Bell Rock Growers. Pet Greens® Live Pet Grass® is currently a leading cat SKU in major retail chains, selling over 30,000 units per week. Pickens says the potential return on investment for retailers and distributors is clear. "The time is now to capitalize on this new wave of consumer awareness around green nutrition by introducing Pet Greens products to new enthusiastic audiences across the country."

Pickens will represent Bell Rock Growers during Global Pet Expo (Booth #2618), presented by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA) at the Orange County Convention Center in Orlando, February 12-14, 2009. Distributors and retailers interested in exploring marketplace growth opportunities are invited to contact Pickens at 973.398.3038 or howard.pickens@bellrockgrowers.com.

:: About Bell Rock Growers

Based in San Marcos, Calif., Bell Rock Growers is a certified organic grower of live wheat grass and the pioneer supplier of green nutrition products for pets. Bell Rock Growers' complete line of products Powered with Green Nutrition™ include: Pet Greens® Live Pet Grass® and Live Catnip; Pet Greens premium dried catnip buds; five varieties of Pet Greens Treats for cats and dogs; Pet Greens Garden self-grow wheat grass kits; and an earth-friendly grooming line containing wheat grass. For more information, visit www.bellrockgrowers.com.

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