



NEWS RELEASE

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Bell Rock Growers Expands Newly Branded Pet Greens® Treats *Deep Sea Tuna for Cats and Roasted Chicken Recipe for Dogs Added to Pet Greens® Treats, Powered with Green Nutrition®*

SAN DIEGO, Calif. (May 16, 2008) – Bell Rock Growers, the pioneer grower and supplier of green nutrition pet products, adds new recipes to its popular line of healthy treats for dogs and cats. Formerly called Grass Goodies®, the newly branded and expanded Pet Greens® Treats are showcased this week with exclusive show specials at [H.H. Backer's 20th Annual Pet Industry Spring Trade Show & Educational Conference](#) in Baltimore ([Booth #408](#)). Pet Greens Treats now come in four tasty recipes: Roasted Chicken or Deep Sea Tuna semi-moist treats for cats; Roasted Chicken or Savory Beef jerky-style treats for dogs. All four varieties of Pet Greens Treats are made with wholesome ingredients, including organic wheat grass. Recipes contain no wheat gluten, no corn, and no artificial colors or flavors.

According to Bell Rock Growers Co-founder Catherine Hoffmann, the company's passion for Pet Greens began with her personal quest for greater well being. "After experiencing the healing qualities of wheat grass in my own life, I learned green nutrients also improve our pets' health," says Hoffmann. "We developed Pet Greens to provide quality pet nutrition similar to green food supplements people include in their own diets."

Wheat grass is known to be one of the finest sources of antioxidant vitamins, minerals and other nutrients for cats, dogs, birds, reptiles and other small animals. Wheat grass also satisfies pets' attraction to chlorophyll-rich greens, providing a safe alternative to potentially harmful household plants and chemically treated outside grasses.

Bell Rock Growers Co-Founder Marty Walls partnered with Hoffmann in 1996 to launch the pet product industry's first nationally distributed live wheat grass (called Pet Grass®) and live catnip with major retailers and independent stores. The innovative duo created another industry first when they incorporated certified organic wheat grass into dog and cat treats, providing pets with healthy, convenient treats during training and rewards between meals. "Bell Rock Growers has earned a solid reputation among retailers and consumers as a premium supplier of affordable green nutrition products for pets," says Walls. "Pet Greens Treats set the benchmark for quality, convenience and originality in pet nutrition." Pet Greens Treats have a suggested retail price of \$3.99 for 3 oz. packages of semi-moist cat treats and \$5.29 for 4 oz. packages of jerky-style dog treats. Retailer prices may vary.

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; four 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, go to www.bellrockgrowers.com or visit booth #408 for samples and exclusive H.H. Backer show offers.

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