



BELLROCK GROWERS

NEWS RELEASE

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Bell Rock Growers Expands Midwest Distribution of Pet Greens® Products

Two New Distributors Deliver the Power of Green Nutrition to Seven Midwest States

SAN DIEGO, Calif. (October 3, 2008) – Bell Rock Growers, the pioneer grower and supplier of green nutrition pet products, signed distribution agreements with RFG Distributing Inc. and Wolverton Inc. bringing Bell Rock Growers' Pet Greens®, Powered with Green Nutrition™, to nearly 200 new stores throughout the Midwest.

RFG Distributing is shipping Bell Rock Growers' Pet Greens® Treats for cats and dogs and the "grow your own wheat grass" Pet Greens® Garden to Theisen's 17 stores throughout Iowa and 13 Chuck & Don's Pet Food Outlets in Minnesota. RFG Distributing also has plans to ship products to veterinarian offices and additional stores in the region.

Wolverton Distributors now provides 160 Meijer supercenters in Illinois, Indiana, Kentucky, Michigan and Ohio with Bell Rock Growers' Pet Greens® treats for cats. Meijer is the first one-stop shopping supercenter retailer to carry Bell Rock Growers products.

According to Bell Rock Growers Co-founder Marty Walls, interest in green nutrition products for pets is on the rise. "Pet owners across the country are discovering the nutritional benefits of wheat grass when added to their pets' diets. Expanding our availability with major pet retailers and supercenters across the Midwest shows a rapidly growing appeal to the mainstream crowd," says Walls.

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 a pet's attraction to chlorophyll-rich greens, providing a safe alternative to potentially harmful household plants and chemically treated outside grasses.

Pet Greens® Treats 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 certified organic wheat grass. Recipes contain no wheat gluten, no corn, and no artificial colors or flavors. Pet Greens® Garden self-grow wheat grass kits make it easy to grow certified organic greens right out of the bag.

:: 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; four varieties of Pet Greens Treats for cats and dogs; Pet Greens Garden self-grow wheat grass kits; and an all-natural grooming line made with wheat grass. For more information, go to www.bellrockgrowers.com.

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