



NEWS RELEASE

Contact: Kirk Surry :: Bell Rock Growers
619.955.6172 :: ksurry@bellrockgrowers.com

Bell Rock Growers Launches Newly Branded Pet Greens® Garden, Previews New Pet Greens® Live Pet Grass® and Catnip Designs

Green Nutrition Pioneers Expand New Brand for Pet Greens® Products

CHICAGO, IL (October 1, 2008) – Bell Rock Growers, the pioneer grower and supplier of green nutrition products for pets, is now taking orders for newly branded and re-designed Pet Greens® Garden self-grow wheat grass kits. The company will also unveil new Pet Greens® Live Pet Grass® and Live Catnip packaging designs during H.H. Backer's 42nd Annual Pet Industry Christmas Trade Show & Educational Conference, October 3-5, 2008, at Donald E. Stephens Convention Center in Rosemont, IL. (Booth #731)

First introduced during the American Pet Product Manufacturer's Association (APPMA) meeting in February 2008, new Pet Greens® Treats branding and packaging has received enthusiastic response from retailers and distributors interested in products that appeal to health conscious consumers.

"Our new Pet Greens® packaging jumps off the shelves with clean, high-energy designs that emphasize the powerful health benefits of green nutrition for pets," says Marty Walls, co-founder of Bell Rock Growers.

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 is stocking local pet store shelves across the nation with live, ready-to-use containers of certified organic wheat grass, live catnip and self-grow kits that make it easy to grow an instant certified organic garden right out of the bag. Sales of newly designed Pet Greens® Garden self-grow wheat grass kits and previews of Pet Greens® Live Pet Grass® and Live Catnip are available at H.H. Backer's Christmas Show, booth #731. Retailers and distributors who visit booth #731 will also receive Pet Greens® samples and exclusive H.H. Backer show offers.

:: 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 earth-friendly grooming line containing wheat grass. For more information, visit www.bellrockgrowers.com.



BELLROCK GROWERS

###