



BELLROCK GROWERS

NEWS RELEASE

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Bell Rock Growers Introduces New Pet Greens® Crunchy Cat Treats

New Pet Greens® Crunchy Cat Treats Help Control Tartar. Now Available in Three All-Natural, Grain-Free Recipes, Made With Nutritious Greens, Turkey, Chicken, Salmon, and Other Wholesome Ingredients

ORLANDO, Fla. (March 25, 2010) – Bell Rock Growers, the pioneer grower and supplier of green nutrition products for pets, adds tartar control crunchy treats to their popular line of Pet Greens® Treats for cats. New Pet Greens Crunchy Cat Treats are all-natural recipes, made with nutritious greens, turkey, chicken, salmon, and other wholesome ingredients. All varieties are grain free and contain no wheat gluten, no soy, and no artificial colors or flavors. Available in three varieties – Turkey & Veggie, Chicken Pot Pie and Seafood Salad – Pet Greens Crunchy Cat Treats, Powered with Green Nutrition®, will debut during the pet industry's largest annual trade show, Global Pet Expo March 25-27, 2010, at the Orange County Convention Center in Orlando, Florida (booth 2262).

Now cats can enjoy healthy and delicious Pet Greens Treats with the added benefits of a crunchy recipe to help control tartar and plaque buildup. "Studies show up to 90 percent of domestic cats develop dental issues. Including crunchy treats in a cat's diet is a great way to help improve dental health," says Bell Rock Growers Co-Founder Catherine Hoffmann.

Bell Rock Growers also offers Pet Greens Semi-Moist Treats in three recipes: wild Savory Salmon, Roasted Chicken and Deep Sea Tuna. All semi-moist treats are made with organic wheat grass, and contain no wheat gluten, no corn, no soy, and no artificial colors or flavors.

Pet Greens Treats are the pet food industry's only line of cat and dog treats made with nutrient-rich wheat grass. While wheat grass and pet treats may seem like an unusual combination, Hoffmann says Pet Greens Treats are a tasty, convenient way to deliver green nutrition missing in most commercially produced pet foods. "Cats and dogs have a natural attraction to greens. While dogs are considered omnivores and cats carnivores, they are both able to digest plant-based foods and benefit from their powerful nutrients," says Hoffmann, who has co-authored an e-book on the topic. The e-book, called 'Why Green Nutrition? Exploring the Nutritional Benefits of Wheat Grass for Pets,' is available for free downloads at www.bellrockgrowers.com.

Wheat grass is one of the finest sources of antioxidant vitamins, minerals and other nutrients for cats, dogs, birds, reptiles and small animals. Wheat grass also provides a safe alternative to potentially harmful household plants and chemically-treated outside grasses.

Pet Greens Treats have a suggested retail price of \$3.99 - \$4.29 for 3 oz. packages of semi-moist and crunchy cat treats in all varieties and \$5.29 - \$6.29 for 4 oz. packages of jerky-style dog treats, available in Roasted Chicken and Savory Beef. Retailer prices may vary. Retailers and distributors who visit Bell Rock Growers at Global Pet Expo (booth 2262) in Orlando will receive Pet Greens samples and exclusive 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. The company's complete line of products Powered with Green Nutrition® include: certified organic Pet Greens® Live Pet Grass®; eight varieties of Pet Greens dog and cat treats made with wheat grass; certified organic Pet Greens Garden self-grow wheat grass kits; earth-friendly, therapeutic Pet Greens Grooming Line made with wheat grass and oatmeal; Pet Greens Live Catnip; and Pet Greens premium dried Catnip Buds. For more information, visit www.bellrockgrowers.com.

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