



NEWS RELEASE

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Pet Greens® Pet Products Now Available Nationwide

*Bell Rock Growers Delivers the Power of Green Nutrition to
Specialty Pet Retailers and Distributors in All 48 Contiguous States*

LAS VEGAS, NV (Sept. 15, 2009) – Bell Rock Growers, the pioneer grower and supplier of green nutrition pet products, has completed agreements with major distributors and retailers in all 48 contiguous states, now delivering the Power of Green Nutrition to pet owners across the country. The company will showcase its complete line of Pet Greens® products during SuperZoo 2009 (booth #1856) at Mandalay Bay Convention Center, September 15 – 17, 2009.

Bell Rock Growers is a certified organic grower of live wheat grass and provides an industry-exclusive line of pet products Powered with Green Nutrition®. Pet Greens Pet Grass® is the most convenient way to supply pets with live, certified organic wheat grass. For customers who prefer to grow their own greens, Pet Greens Garden self-grow kits make it easy to grow fresh certified organic wheat grass right out of the bag. For green nutrition on the go, Bell Rock Growers supplies five varieties of delicious cat and dog treats made with organic wheat grass. Other products include live catnip, premium catnip buds, and a therapeutic grooming line made with wheat grass.

According to Bell Rock Growers Co-founder Marty Walls, interest in green nutrition products for pets is on the rise. “More pet food retailers and distributors recognize their customers expect higher nutrition standards in their products. Pet store shelves are lined with new pet food recipes that include garden greens and other vegetables similar to what we include in our own diets,” says Walls.

The company’s exclusive Pet Greens® products have received an enthusiastic response from health conscious pet owners on the lookout for high quality, nutritious products at reasonable prices. Walls says consumer demand has already translated into strong sales for Bell Rock Growers with certified organic Pet Greens® Live Pet Grass® leading cat SKU’s with major specialty pet retailers.

A recent survey conducted by Kelton Research shows strong potential for continued growth of green nutrition product sales 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. Twenty-five percent are willing to pay more for products with green nutrition.

Wheat grass is one of the finest sources of antioxidant vitamins, minerals and other nutrients for cats, dogs, birds, reptiles and other small animals. Nutrient-packed Pet Greens products provide safe alternatives to potentially harmful household plants and chemically-treated outside grasses. For more information on the benefits and consumer demand for green nutrition, download Bell Rock Growers’ free e-book, ‘Why Green Nutrition?’ at www.bellrockgrowers.com.

Retailers and distributors who visit Bell Rock Growers booth (#1856) at SuperZoo 2009 in Las Vegas will receive Pet Greens samples and exclusive show offers. For additional sales information, contact Howard 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. The company’s complete line of products Powered with Green Nutrition® include: certified organic Pet Greens® Live Pet Grass®; five varieties of Pet Greens dog and cat treats, made with organic wheat grass; certified organic Pet Greens Garden self-grow wheat grass kits; an earth-friendly grooming line made with wheat grass; Pet Greens Live Catnip; and Pet Greens premium dried catnip buds. For more information, visit www.bellrockgrowers.com.

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