



BELLROCK GROWERS

NEWS RELEASE

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Bell Rock Growers Adds Savory Salmon Recipe To Pet Greens® Treats for Cats

*Pet Greens® Cat Treats Made with Organic Wheat Grass Now Available in
Three Recipes: Savory Salmon, Roasted Chicken and Deep Sea Tuna*

ORLANDO, FL (Feb. 12, 2009) – Bell Rock Growers, the pioneer grower and supplier of green nutrition products for pets, is adding Savory Salmon to the company's popular line of semi-moist Pet Greens® Treats for cats. The new treats made with organic wheat grass will be showcased with the complete line of Pet Greens products, during Global Pet Expo (Booth #2618), presented by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA) at the Orange County Convention Center in Orlando, February 12-14, 2009.

Pet Greens Treats for cats now come in three tasty recipes: Savory Salmon, Roasted Chicken or Deep Sea Tuna semi-moist treats. All varieties of Pet Greens Treats are made with wholesome ingredients, including organic wheat grass. Recipes contain no wheat gluten and no artificial colors or flavors.

Pet Greens Treats are the pet food industry's only line of treats made with organic wheat grass. While wheat grass and treats may seem like an unusual combination, Bell Rock Growers Co-Founder Catherine Hoffmann says Pet Greens Treats are a tasty, convenient way to satisfy pets' instinctual cravings for greens. "Pets naturally crave greens to provide nutrients missing in most commercially produced foods," says Hoffmann, who has co-authored a free downloadable e-book on the topic. The e-book, called 'Why Green Nutrition? Exploring the Nutritional Benefits of Wheat Grass for People and Animals,' is available to download at www.bellrockgrowers.com.

The Power of Green Nutrition is at the core of Bell Rock Growers' inspiration and mission. Hoffmann'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 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 have a suggested retail price of \$3.99 for 3 oz. packages of semi-moist cat treats in all three varieties and \$5.29 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 booth #2618 at Global Pet Expo. 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. Bell Rock Growers' complete line of products Powered with Green Nutrition™ include: Pet Greens® Live Pet Grass® and Live Catnip; Pet Greens premium dried catnip buds; five 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, visit www.bellrockgrowers.com.

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