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DOGSWELL® FORMULA LINE GETS A *SHAPE UP™*
New Year, New You, New Dog!

LOS ANGELES, CA (November 19, 2008) – With a new year starting, **DOGSWELL®** is giving a new chance to chubby dogs everywhere with an exciting addition to its popular product line. As a leading manufacturer in the pet industry, **DOGSWELL®** is proud to step up with *SHAPE UP™*, the new formula in their functional treat and food line for dogs, which includes **HAPPY HIPS®**, **HAPPY HEART®**, **VITALITY™**, **MELLOW MUT®** and **BREATHIES®**.

SHAPE UP™ is a specially balanced weight management formula containing L-Carnitine, Dried Kelp, Dandelion Oil, Ginger and Turmeric. It will be available in both dry food and chicken jerky treats for dogs.

SHAPE UP™ Chicken & Oats Recipe not only shares the premium benefits of all **DOGSWELL®** dry food with fresh chicken as the first ingredient, premium fruits and vegetables, functional ingredients, and chelated minerals; but also brings a new functionality to the **DOGSWELL®** dry food line. *SHAPE UP™* Chicken & Oats Recipe is low in fat and calories and contains L-Carnitine to help naturally burn fat to maintain a healthy body condition.

SHAPE UP™ cage-free chicken breast jerky treats will join **DOGSWELL®**'s leading line of natural functional treats that are rich in protein, digestible, and low in fat and calories.

DOGSWELL® *SHAPE UP™* dry food and jerky treats will be available in February 2009 in the following sizes:

Dry Food for Dogs:

SHAPE UP™ Chicken & Oats Recipe 4lb
SHAPE UP™ Chicken & Oats Recipe 11lb
SHAPE UP™ Chicken & Oats Recipe 22lb

Treats for Dogs:

SHAPE UP™ Chicken Jerky 5oz
SHAPE UP™ Chicken Jerky 15oz

As with all **DOGSWELL®** products, *SHAPE UP™* contains no added hormones, processed gluten, wheat, corn, artificial colors, flavors or preservatives. *SHAPE UP™* also comes in small, moist 2 oz chicken jerky treats for cats made by **CATSWELL®**.

About DOGSWELL®

DOGSWELL® is located in Los Angeles, CA and was founded by Marco Giannini in 2004. **DOGSWELL®** and **CATSWELL®** products are carried in over 5,000 upscale pet stores and in natural food stores across the country. The product line for dogs includes **HAPPY HIPS®**, **VITALITY™**, **SHAPE UP™**, **HAPPY HEART®**, **MELLOW MUT®** and **BREATHIES®**, and for cats the product line includes **VITAKITTY™**, **HAPPY HIPS®**, **SHAPE UP™** and **BREATHIES®**. For more information about current and future **DOGSWELL®** products, please visit www.dogswell.com.

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