



For more information:
Jenny Williams
Marketing Manager
DOGSWELL®
(310) 651-5211
Jenny@dogswell.com

DOGSWELL® WELCOMES DRY FOOD TO THE FAMILY

LOS ANGELES, CA (September 15, 2008) - **DOGSWELL®** has been a leader in the natural pet treat industry since October 2004, and is now ready to take the lead in the pet food industry. After launching a complete and balanced line of canned food in May, **DOGSWELL®** is following up with a delicious, nutritious, and wholesome dry food for dogs in its popular **HAPPY HIPS®** and **VITALITY™** formulas.

DOGSWELL®'s **HAPPY HIPS®** and **VITALITY™** Chicken & Oats Recipes feature fresh chicken as the main ingredient, and combine with fresh fruits and vegetables, functional ingredients, and chelated minerals for added benefits. The natural sources of glucosamine and chondroitin in the **HAPPY HIPS®** Chicken & Oats Recipe for adult dogs help maintain your dog's healthy joints. The **VITALITY™** Chicken & Oats Recipe contains Omega 3 and 6 fatty acids and Vitamins A and E to help maintain your dog's healthy skin and shiny coat.

For optimal taste, **DOGSWELL®** natural dry food for dogs features fresh, chicken as the #1 ingredient. Raised without growth hormones or steroids, **DOGSWELL®**'s chicken provides amino acids for muscles, hormones and enzymes. In addition, the chickens are cage free, having plenty of room to roam within their barn.

The antioxidant-rich fresh fruits and vegetables, such as carrots, apples, sweet potatoes and blueberries in **DOGSWELL®**'s natural dry food for dogs help dogs maintain a healthy immune system. Considered a "super-fruit," blueberries also support urinary tract health in dogs. Other outstanding sources of antioxidants in the recipes include Vitamins A and E and flaxseed.

The chelated minerals in **DOGSWELL®**'s natural dry food for dogs are digestible forms of minerals that are more easily absorbed by the body than common minerals, making them more effective in providing optimal nutrient balance and mineral nutrition.

All **DOGSWELL®** products are specially formulated with high quality proteins, functional ingredients, and no added hormones, gluten, wheat, corn, artificial colors, flavors or preservatives.

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®**, **HAPPY HEART®**, **VITALITY™**, **MELLOW MUT®** and **BREATHIES®**, and for cats the product line includes **VITAKITTY™**, **HAPPY HIPS®** and **BREATHIES®**. For more information about current and future **DOGSWELL®** products, please visit www.dogswell.com.

#