



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

DOGSWELL® LAUNCHES NEW LINE OF HEALTHY TREATS FOR CATS

LOS ANGELES, CA (August 17, 2006) – DOGSWELL®, one of the nation’s leading manufacturers of healthy, premium dog treats, announced today that the company will be offering an improved line of treats for cats called CATSWELL®™. The new treats, initially available in two varieties, will be made from premium chicken breast and beef liver.

The new CATSWELL® line will include VITAKITTY™ and HAPPY HIPS® treats – both available in chicken breast and beef liver – and will contain many of the same supplements presently included in the DOGSWELL® line. Other varieties of CATSWELL® treats will be introduced in the months ahead.

Packaged in convenient 2-ounce bags, CATSWELL® treats are available in stores now and are also available for purchase on the company’s website at www.DOGSWELL.com. Like DOGSWELL® dog treats, the CATSWELL® line will be sold in over 5,000 specialty pet stores and retail outlets nationwide.

The new meat treats have been designed in small pieces that are easy for any cat to chew; the beef jerky is a crunchy texture and the chicken jerky is moist. DOGSWELL®’s president and founder explained that; “After extensive market analysis and talking with cat owners nationwide, we determined that there was a real need for good-tasting, healthy treats for our feline friends.

“In developing our line of cat treats, it was of paramount importance for us to have the products incorporate the same great taste and nutritional values found in our dog treat line,” Giannini noted. “Happily, we were able to do that. Our new CATSWELL® treats contain supplements that are good for a cat’s hips, skin tone and overall well-being. The treats are made with pure, all natural meat and contain no flour, wheat, corn, soy, binders, colorings, hormones or antibiotics.

“We know there are cat lovers in this world, and there are dog lovers. With our CATSWELL® and DOGSWELL® lines we believe we have treats that will please both pet fanciers,” Giannini said.

VITAKITTY™ is unique, Giannini noted, in that it contains a high level of flaxseed oil and vitamins A and E, which helps maintain healthy skin and a shiny coat. Most cat foods state on their labels that they contain vitamins but, he noted, they are often “cooked out” during the production process.

CATSWELL® HAPPY HIPS®, which is similar to the DOGSWELL® treats of the same name, contains glucosamine and chondroitin which help to maintain healthy joints and mobility in cats.

Headquartered in Southern California, DOGSWELL® introduced its DOGSWELL® line of premium dog treats in early 2004. For more information about DOGSWELL® and CATSWELL® healthy premium treats, please visit www.DOGSWELL.com or call (310) 651-5200.

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