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**DOGSWELL® REVOLUTIONIZES THE NATURAL PET TREAT INDUSTRY
ONCE AGAIN WITH THE INTRODUCTION OF VEGGIE LIFE™, A NEW LINE
OF ENHANCED TREATS MADE WITH VEGETABLES, FRUITS AND
CHICKEN - BECAUSE DOGS LIKE VEGGIES TOO**

LOS ANGELES, CA (June 5th, 2007) - In October 2004, **DOGSWELL®**, a leader in the natural pet treat industry, became the first company to supplement pure chicken breast jerky for dogs.

At this time, **DOGSWELL®** is pleased to become the first company to supplement vegetable and fruit chews for dogs. **VEGGIE LIFE™** is available in two of **DOGSWELL®**'s most popular formulas: **HAPPY HIPS®** is fortified with Glucosamine and Chondroitin for healthy hips and joints and **VITALITY™** is fortified with Flaxseed and Vitamins A and E for healthy eyes, skin, and coat.

VEGGIE LIFE™ comes in a variety of appetizing combinations and sizes. **Sweet Potato Chew** is available in a 5oz and a 15oz resealable bag, and **Sweet Potato Fries** are available in a 5oz resealable bag. Sweet potato is a great low-calorie food rich in Calcium, Potassium, Phosphorus, Iron, Thiamin, Riboflavin, Niacin and Vitamins A, C and B6. In addition, sweet potato is significantly high in fiber and low in cholesterol, and it serves as a wonderful natural alternative to rawhide and chew bones. **VEGGIE LIFE™** also includes fruits and vegetables wrapped with all-natural chicken breast. Wraps are available in 5oz resealable bags, including **Chicken & Sweet Potato, Chicken & Apple** and **Chicken & Banana**.

“Most dog-owners are unaware as to how much their dogs love vegetables and fruits,” states Marco Giannini, Founder of **DOGSWELL®**. “Not only are they delicious, fruits and vegetables also play an important role in the health of dogs, as they do in humans. With the launch of **VEGGIE LIFE™**, **DOGSWELL®**'s intent is to make sure that all members of the family get their recommended daily servings of fruits and vegetables,” he added.

About DOGSWELL® LLC

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™**, **BREATHIES®** and **HAPPY HIPS®**. For more information about current and future **DOGSWELL®** products, please visit www.DOGSWELL.com.

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