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## **DOGSWELL**® REVAMPS CANNED FOOD *New Packaging and Form Debut in October 2009*

LOS ANGELES, CA (August 20, 2009) – After launching its award-winning line of natural canned food for dogs 18 months ago, **DOGSWELL**® is proud to announce a makeover of its wet food. With the same delicious stew recipes, the new and improved **DOGSWELL**® canned food now has irresistible packaging and comes in a new form of shaved meat. The revamped line is made in the U.S. and will be on store shelves in October 2009.

“We worked diligently to improve our stew recipes and found a new, groundbreaking cuts and gravy style that dogs love,” said Natalie Gershon, Director of Marketing for **DOGSWELL**®. “We knew a makeover was in order and owed it to our customers to design a can that emphasized what we find important – fresh fruits and vegetables, cage-free, antibiotic-free proteins, all with a functional benefit.”

**DOGSWELL**® canned food for dogs is made from cage-free, chicken duck and New Zealand lamb in delicious sweet potato stew selections that are packed with antioxidants from natural sources like carrots, blueberries, zucchini and cranberries. The food is available in **HAPPY HIPS**® with glucosamine and chondroitin to help maintain healthy hips and joints, and **VITALITY**™ with flaxseed and vitamins for maintenance of healthy eyes, skin and coat.

In addition to being free of grains and gluten, the canned food for dogs recipes contain NO added hormones, rendered meats/poultry, soy, corn, rice, wheat, artificial colors, flavors or preservatives, BHT/BHA, or ethoxyquin. Upon launching in September, all varieties will be available in a 13oz can.

### **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 independent pet stores and in natural food stores across the country. The product line for dogs includes **HAPPY HIPS**®, **SHAPE UP**™, **HAPPY HEART**®, **VITALITY**™, **MELLOW MUT**®, **TUMMIES**™, and **BREATHIES**®, and for cats the product line includes **VITAKITTY**®, **SHAPE UP**™, **BREATHIES**® and **HAPPY HIPS**®. For more information about current and future **DOGSWELL**® products, please visit [www.dogswell.com](http://www.dogswell.com), [www.facebook.com/dogswell](http://www.facebook.com/dogswell) and [www.twitter.com/dogswell](http://www.twitter.com/dogswell).

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