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## **DOGSWELL® BRINGS on the BENEFITS with NEW & EXPANDED BISCUITS!**

**LOS ANGELES, CA (August 3, 2009)** – It's crunch time! **DOGSWELL®** has improved and expanded its popular line of **Biscuits with Benefits™** with new formulas, new flavors, new packaging, and a new biscuit shape that will hit shelves in September 2009.

The chicken **Biscuits with Benefits™** have the same delicious recipe as before, with real cage-free chicken and whole grains, and now come in FOUR functional **DOGSWELL®** formulas: **HAPPY HIPS®** with glucosamine and chondroitin for healthy joints, **BREATHIES®** with mint and parsley for fresh breath and healthy teeth, **VITALITY™** with flaxseed and vitamins for eyes, skin, and coat, and **SHAPE UP™** which is low in fat and calories with L-Carnitine to help dogs naturally burn fat.

**DOGSWELL®** has also created an irresistible new bacon and white cheddar flavor, made with real bacon, cage-free chicken, and white cheddar cheese. Bacon and white cheddar **Biscuits with Benefits™** are available in **HAPPY HIPS®** and **VITALITY™** formulas.

In addition, **DOGSWELL®** is debuting its seventh formula **TUMMIES™**, in a delicious cranberry & apple flavor with real chunks of cranberry and apple, and fresh yogurt. They also contain healthy probiotics and prebiotics which work together to help your pup have a happy tummy.

**DOGSWELL® Biscuits with Benefits™** are natural with added nutrients. They are made in the U.S. and free of wheat, corn, byproducts, and artificial colors, flavors or preservatives.

All formulas and flavors will be available in 4 oz. small biscuits and 10 oz medium biscuits in a new bone shape and exciting new packaging. Please check with your local distributor or **DOGSWELL®** representative.

### **About DOGSWELL®**

**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 nationwide. The product line for dogs includes **HAPPY HIPS®**, **HAPPY HEART®**, **VITALITY™**, **MELLOW MUT®** and **BREATHIES®**, **SHAPE UP™**, and **TUMMIES™**, and for cats includes **VITAKITTY™**, **HAPPY HIPS®**, **BREATHIES®**, and **SHAPE UP™**. For more information about current and future **DOGSWELL®** products, please visit [www.dogswell.com](http://www.dogswell.com).

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