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DOGSWELL® SAYS PRO-ACTIVE WELLNESS SAVES PET OWNERS MONEY

LOS ANGELES, CA (April 5, 2010) – DOGSWELL® is coming to the rescue, fighting the effects of economic hardship with free food and pro-active wellness education to help keep lovable pets out of shelters.

To date, they have donated over \$1 million worth of food and treats to worthy causes, and with their consistent support for initiatives, like The PONGO Fund™, the country's largest premium pet food bank, they are committed to helping provide long-term solutions which keeps animals out of shelters and in loving homes where they belong.

Larry Chusid, Director of The PONGO Fund™, believes that “feeding your pet nutritious food and treats, like those made by **DOGSWELL®**, can save pet owners big in the long-run.” Unlike many of the “bargain brands”, they make only natural, functional food and treats, which never contain corn, soy, wheat, by-products, or artificial flavors, colors or preservatives. This means that you can feed your dog less than you would of the cheap stuff for as much, if not more, of the essential nutrients they need. Additionally, their functional formulas are specially designed with added vitamins and supplements to both prevent and treat common ailments, keeping your pet healthy and reducing the number of costly trips to the vet.

Other initiatives include teaming up with local animal shelters at major festivals and sporting events to raise awareness, funds, and support adoption. In addition to paying for and promoting their presence, **DOGSWELL®** is sending adopted dogs home with a special care package complete with food and treats to start their new life off right!

About The PONGO Fund™

The PONGO Fund™ is located in Portland, OR. The fund was established in 2007, and became a non-profit public charity in July, 2009. Thanks to the continued support of a few premium pet food companies, including **DOGSWELL®**, The PONGO Fund™ has provided more than 400,000 healthy meals to hungry and worthy animals. To learn more, please visit www.thepongofund.org .

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 food and treat product lines for dogs includes **HAPPY HIPS®**, **HAPPY HEART®**, **VITALITY™**, **MELLOW MUT®** and **BREATHIES®**, **SHAPE UP™**, and **TUMMIES™**, and the treat line for cats includes **VITAKITTY™**, **HAPPY HIPS®**, **BREATHIES®**, and **SHAPE UP™**. For more information about **DOGSWELL®** products and their health benefits, please visit www.dogswell.com.

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