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DOGSWELL SAYS LATER TATER **Potato-free and grain-free NUTRISCA™ is coming soon**

LOS ANGELES (September 1, 2010) –DOGSWELL® is proud to announce the launch of its new potato-free and grain-free, low glycemic dry dog food NUTRISCA™, which will hit shelves nationwide in October 2010. NUTRISCA™ is even certified by the Glycemic Research Institute®, a nationally accredited testing and certification organization approved by the United States Government.

NUTRISCA™ dry dog food is one of the only grain-free formulas without potato or tapioca, both of which are high on the Glycemic Index. Instead peas and chickpeas are used, which are great sources of protein and fiber, and highly palatable. In fact, dogs chose NUTRISCA™ over a leading competitor 3to1 in palatability tests.

Marco Giannini, DOGSWELL® founder and chairman says, “We wanted to wow consumers by creating a food that addressed their need for grain free and low glycemic while still delivering premium ingredients, optimal protein and taste that dogs will gobble up. We’re confident NUTRISCA™ will be in a class of its own.” After feeding NUTRISCA™ to his own dogs, acclaimed veterinarian, Dr. Ernie Ward shares the sentiment. Dr. Ward says he “loves, loves, loves NUTRISCA™, and his dogs do too!”

NUTRISCA™ will be offered in both Chicken and Chickpea Recipe and Lamb and Chickpea Recipe, and is approved for all life stages. The two different recipes will be available in four pound, 15 pound, and 28 pound bags, with a one pound trial size bag that offers dogs a tasty sample.

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.

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