



Fresh Food and Treats for Pets

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FOR IMMEDIATE RELEASE

HEALTHY FOOD CHOICES NOT JUST FOR HUMANS ANYMORE

Pet Owners Find Even More Fresh Options in the Pet Food Aisle

SECAUCUS, N.J. (October 11, 2011) –One out of every five consumers is buying human foods to feed his/her pets in order to offer healthier alternatives to what's in the pet food aisle, according to the American Pet Products Association. Given that most people treat pets like members of the family now, the results of this survey come as no surprise and are right in line with mainstream America's desire to create a healthier life style for *all* family members.

With this ever-increasing demand for healthy food choices, Freshpet, the only brand of fresh, refrigerated pet food in the market, has introduced five new meals and treats available exclusively in the Freshpet refrigerator. The new foods include Freshpet Select Roasted Meals made of fresh chicken and vegetables for both dogs and cats, and the addition of all natural chews and bones to their treats line. Best of all, these new foods are offered in resealable bags, making fresh foods convenient for all lifestyles.

Like all Freshpet foods, this new line of meals is made from all natural ingredients and does not contain corn, wheat, fillers or by-products. Each recipe starts with high quality proteins, vitamin-rich vegetables, and high fiber grains. The ingredients are gently cooked to retain their nutrients without the use of any artificial preservatives. In addition, the new treats go way beyond traditional offerings, with simple ingredients like sweet potatoes and smoky buffalo; they provide healthy, great tasting choices.

"We've created all of our food with pet owners in mind – people who want their pets to live a healthy lifestyle just like they do," said Richard Thompson, Freshpet's Chief Executive Officer. "These new meals open up even more variety, expanding the breadth of healthy meats and vegetables available to pet owners as they look to give their pets the same nutritional benefits we get from eating fresh foods. Healthy, fresh foods for pets simply weren't available, until we developed Freshpet, and that's why we're excited to offer even more options to pet owners."

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Freshpet's new meals and treats include:

- **Freshpet Select Roasted Meals for Dogs:** Tender pieces of fresh meat accented with real shredded chicken breast, carrots and spinach for a well-balanced meal. Available in easy to pour, resealable 1.75 lb. and 3 lb. bags.
- **Freshpet Select Roasted Meals for Cats:** Tender morsels made of fresh chicken accented with carrots and spinach. It combines the great taste and texture of wet food cat's love with the convenience of dry food. Available in a resealable 1 lb. bag.
- **Dog Joy Sweet Potato Chews:** The only ingredient is sweet potatoes, naturally full of beta carotene, vitamins and dietary fiber. Each slice is slowly baked to chewy perfection. Available in a 7.5 oz. resealable pouch.
- **Dog Joy Bones:** Real chicken baked inside a brown rice bone. A safer, long-lasting alternative to natural bones. Available in a 5.6 oz. resealable pouch, 2 bones.
- **Dog Joy Fresh Chews:** Savory strips of buffalo are slow roasted in their own juices to a hard, satisfying chew. Available in a 4.3 oz. resealable pouch, 4 chews.

About Freshpet

Freshpet, headquartered in Secaucus, New Jersey, is the only company providing fresh, refrigerated pet food nationwide. Founded in 2006 by pet lovers and pet food industry professionals, Freshpet identified an opportunity to improve the pet food market and introduced fresh food as a healthy alternative to dry or canned food. Freshpet only uses the highest quality meats, poultry and fish combined with fresh vegetables and fruits – with no artificial preservatives or fillers like corn, wheat or by-products. Nutrient-rich meals allow pets to have the same healthy eating habits as their owners.

Freshpet brands include Freshpet® Select and Dog Joy™, available at select grocery and mass-market retailers; Deli Fresh®, Vital™ and dognation™, available at select pet specialty stores; and Veterinary Nutrition™ foods available at select veterinarian offices.

For more information about Freshpet foods, visit <http://www.freshpet.com>.

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