

PetAg's KMR® Kitten Milk Replacer and Newborn Product Line Offers Spring Kitten Care

FOR IMMEDIATE RELEASE

Mar 30, 2010 – PetAg, Inc. has created innovative and life-saving products for pets since its inception. For 50 years, newborn kittens have benefited from the company's market leading **KMR® Kitten Milk Replacer** nutrition. In time for spring births, PetAg introduces refined KMR made with a new homogenization and pasteurization manufacturing process that assures long-lasting freshness and stability of this preservative-free natural product.

“To ensure that young pets thrive, we make all of our complete-diet kitten formulas with food grade ingredients from the USA,” said Darlene Frudakis, president and COO of the woman-owned business. “Other milk replacers may not use food grade ingredients and may include artificial preservatives such as BHA and BHT – ingredients we avoid to ensure the best nutrition for our clients’ much-loved pets,” she added.

These natural newborn care products are the best complete diets for kittens in the market place and most closely match mother's milk. In addition to all of this they can be used by lactating feline mothers to enhance their milk supply with vital nutrients.

In addition to the KMR milk replacer formula, PetAg has a variety of supplies available that assist pet parents with feeding including bottles, nipples, weaning food and **Bene-Bac®**. PetAg representatives always recommend checking with a veterinarian to determine the best healthcare for any pet.

“The nutrition that an animal receives during infancy is critical, not only for good health during growth but also throughout its life,” said Jean Heidker, Ph.D, PetAg's director of research and development. “Supplying the best nutrition available at all life stages is an important way to positively impact a pet's health and life span,” Dr. Heidker added.

Purchasing Facts for Newborn Product Line

KMR's life saving formula closely matches feline mother's milk nutritional components and also contains taurine important for feline health. KMR comes in both liquid and powder form. Suggested retail price for an 8 oz. can of liquid is \$4.99.

KMR 2nd Step Kitten Weaning Food, when mixed with water, is a creamy transitional cereal developed to follow KMR, allowing easy transition from milk to solid food. It offers balanced nutrition. KMR 2nd Step Weaning Food has high digestibility and palatability. Available in a 14 oz. powder, its suggested retail price is \$12.99.

In 2006, Pet Product News International awarded their Editor's Pick for Best New Product's to **PetAg's Kitten Care Gift Pack** which includes four top-line PetAg

products. It's like one-stop shopping for newborn kittens. Each kit contains a can of KMR 8 oz. Liquid, a 14 oz. can of KMR 2nd Step Kitten Weaning Food, Bene-Bac Pet Gel in four one-gram tubes, a 2 oz. nurser bottle for kittens and a brochure on the care of feeding of newborn or orphaned animals. The suggested retail price is \$19.99.

KMR Emergency Feeding Kits are great starter packs for caring and feeding a newborn. Kits include a 3/4 oz. pouch of KMR Powder, a 2 oz. nurser bottle, a Bene-Bac single dose tube and a brochure on how to care and feed an orphan animal. Suggested retail price is \$7.49.

Bene-Bac Pet Gel is a source of live, naturally occurring microorganisms for kittens when subjected to change. Bene-Bac comes in both powder and gel forms and in a variety of packaging including a 4-pak of one gram tubes that sells for a suggested retail price of \$4.99.

Frequent Buyer's Members Earn Free Products

Many consumers don't realize that simply by joining PetAg's customer loyalty program they can earn free products by redeeming UPC bar codes. A simple redemption form available on the company website explains how easy it is to accumulate points and earn free products for newborn or adult animals. To apply for membership, visit www.petag.com or call 800-323-6878, extension 2272.

A Technical Service representative is available to answer product use and technical questions every Monday – Friday from 8 a.m. – 5 p.m. Eastern Time at 800-323-0877. Ask for the new Saving Little Lives brochure available with newborn emergency tips.

For more information, visit www.petag.com.

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About PetAg, Inc.

For over 60 years, PetAg, Inc. has been a leading manufacturer of high-quality pet nutrition and health conscious products. Headquartered in Hampshire, Illinois, this woman-owned company has brought pets and their owners some of the most recognizable brand names in the industry. PetAg products cover a wide range of animals through every stage of the life cycle. From newborn care including the scientifically balanced neonatal milk replacers, Esbilac® and KMR®, to senior pet care supplements including CatSure® and DogSure® which lead the category. PetAg's health and fitness categories include Rawhide Brand® and Chunky Chews® for dogs, DogSlim® and CatSlim® weight management program of supplements and nutritional treats and Hawaiian Delights® edible treats and toys for birds. Each of the product categories has the same focus: to enrich and prolong the lives of pets worldwide.