



FOR IMMEDIATE RELEASE
CONTACT: KELLY WISECARVER, WKPR, LLC
847-424-1200 OR kelly@wkprchicago.com

**GLUTEN-FREE DOGSLIM® SWEET POTATO AND RICE SNACK BITES ADDED
TO PETAG'S WEIGHT MANAGEMENT PRODUCT LINE**

HAMPSHIRE, III. – MARCH 20, 2010 – At Global Pet Expo 2010, PetAg introduces a new addition to their health and wellness line of DogSlim® products which are designed to help owners maintain or prevent weight gain for pets. The new **Sweet Potato and Rice Snack Bites** are gluten-free, and made with real sweet potato and rice in all natural baked products. The low-calorie, low-fat treats offer real nutrition rather than empty calories and they are naturally high in fiber.

Preliminary results from an ongoing study show that large and medium-sized dogs placed on the DogSlim weight loss method lost an average of .75 pounds per week. Slow and steady weight loss is a necessity for dogs because quick weight loss is hard to maintain and unhealthy for the animal.

“Pet owners tend to over-feed and over-treat their dogs to show love and affection, and those add up to weighty challenges for dogs,” said Darlene Frudakis, president and COO for PetAg, Inc., a woman-owned pet products manufacturer based in Hampshire, Illinois. “Maintaining healthy weight becomes more important as an aging dog’s metabolic rate can decrease by up to 30 percent,” she added.

Made in the USA, the line also includes DogSlim powder, an easy-to-mix powder that is the first all-natural, low-calorie meal replacement created to provide a nutritionally balanced solution for overweight adult dogs, and two DogSlim snack bites. DogSlim’s bite-sized, functional dog treats include the soft-baked DogSlim Low-Calorie Snack Bites, all-natural, anti-oxidant filled treats made with real pumpkin and green tea, and crunchy DogSlim Mixed Fruit and Veggie Bites, a healthy option featuring the goodness of real apple fiber, strawberries or carrots.

Frudakis urges pet owners to work closely with a trusted veterinarian to determine a pet’s optimal weight. Rapid, unexplained weight gain may be a warning sign indicating a number of health issues, ranging from excess fluid retention due to kidney problems, to a hormone imbalance caused by any number of medical conditions. Obesity contributes to diabetes, heart disease, respiratory disorders, osteoarthritis and more.

Exercise is important when trying to help a pet lose or maintain its optimum weight. Keep in mind, however, health-related issues that might affect a pet’s ability to exercise (e.g., a dog with joint problems might only go for an amble on warmer days outside).

An 8 oz. package of DogSlim Snack Bites retails for \$6.99. A 6 oz. supply of DogSlim powder retails for \$10.99 for a one week’s supply for smaller dogs. A larger size dog will show benefits with the 28 oz. can, one month supply that retails at \$35.99. All products are available at reputable pet product retailers and online. Coming soon: new DogSlim and CatSlim treats! For information, visit www.petag.com or www.dogslim.com.

#