



**FOR IMMEDIATE RELEASE
DRAFT FOR REVISION**

CONTACT: Lisa Kniceley
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Vitakraft Sunseed Debuts Innovative Purrrk!™ Cat Toys with Silvervine Along with New Small Animal, Bird, Dog and Cat Products at SuperZoo 2014 Booth # 13119

(BOWLING GREEN, OH) – Brent Weinmann, President and CEO of Vitakraft Sunseed, is pleased to announce that the company is expanding its product offerings with the launch of Purrrk!™, a very unique and exciting line of cat toys, SunSations®, a brand new natural line for small animals and pet birds, and delicious treats for cats and dogs at this year's SuperZoo.

"Pet Parents are increasingly becoming more interested in interactive, healthy, and fun ways to relate to and reinforce the human-animal bond with their pets. With this in mind, we have created products that address all of these needs. Our new Purrrk! Playfuls™ cat toys are a terrific example of this. Infused with Feline Silvervine™, these stimulating toys drive cats crazy! It's like catnip on steroids! There are videos on YouTube of cats going crazy when exposed to Feline Silvervine™. Cats love this stuff!" states Weinmann.

Here are Vitakraft Sunseed's new products debuting at SuperZoo 2014:

NEW Cat Products

Purrrk! Playfuls™

Purrrk! Playfuls™ are stimulating cat toys which are infused with Feline Silvervine™. Silvervine, a non-toxic plant grown in East Asia, has long been known to elicit euphoric responses in cats! The reaction to Feline Silvervine™ is similar to the catnip response, but may be more intense! Unlike catnip, cats often return for Feline Silvervine™ repeatedly after the effects begin to wear off. Available in three varieties including bouncy dangles, fuzzy toys and plastic characters.

Purrrk! Munchies™

Purrrk! Munchies™ are a perfect complement to the toys. After all that play, cats will be hungry! These ultra-yummy cat snacks come in 3oz packages and are available in KitBits™ Temptin' Chicken, KitBits™ Savory Salmon and KitBits™ Scrumptious Shrimp. For those extra special occasions, KitCubes™ Tasty Tuna is individually wrapped treats in shiny foil to make both you and your pet feel special!

NEW Small Animal and Bird Products

SunSations® Diets

SunSations® Diets are natural and nutritional, and creates excitement for the senses! Each high premium fortified diet is packed with fruits and veggies and is blended with a wide assortment of grains, seeds, specialty ingredients and pellets. Free from artificial colors and artificial preservatives, but loaded with variety to promote the natural foraging instincts of your pet. Available for both small animals and pet birds.

SunSations® Treats and Toys

SunSations™ treats and toys promote interaction with your pet and makes treat time fun for both the pet and the pet parent. From the delicious “pop on the cob” Yumbo Pops to Brain Teaser, an interactive natural, wood puzzle that has treats hidden inside, these toys and treats provide mental enrichment and help to satisfy and nurture the curious and fun-loving nature of your pet. Available for both small animals and pet birds.

VitaSmart® No Sugar Added Drops for Small Animals

Vitakraft's top selling DROPS™ are now available in an all-natural, no sugar added formula! This healthy and fun treat has no artificial flavorings and is available in four naturally delicious varieties including Dandelion Drops for Pet Rabbits, Parsley Drops for Guinea Pigs, Red Beet Drops for Hamsters and Strawberry Drops for Chinchillas.

Vita Prima™ Wigglers and Berries Trail Mix Treat for Hedgehogs

This fun and delicious treat is a great addition to Sunseed's Vita Prima™ diet and treat line. High in protein and containing hedgehog favorites including mealworms, celery and strawberries, this trail mix style treat is sure to please! Wigglers and Berries is a delicious way to treat your hedgehog to the treat he loves and the fun he deserves!

NEW Dog Products

Vita Bistro® Jerky Sausage Snacks for Dogs

Vitakraft Sunseed is so pleased about their Vita Bistro® Jerky Sausage Snacks for Dogs, that they are making an encore appearance this year at the SuperZoo 2014! These delicious jerky-style sausage snacks are crafted in small batches in the USA with North American raised meat and poultry, and are 100% grain free, gluten free, have no fillers or by-products, and no artificial colors or artificial preservatives. Available in snack bites or treat sticks.

Vita Smart® No Sugar Added Drops Ideal for All Dogs

Vitakraft's top selling DROPS™ for Dogs are now available in a no-sugar added formula ideal for all dogs! This healthy, fun treat is available in two delicious varieties - Savory Drops with Liver flavor and Savory Drops with Bacon flavor.

For more information on Vitakraft Sunseed products, please visit www.vitakraftsunseed.com.

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About Vitakraft Sunseed:

Celebrating over 175 years of expertise in pet care and nutrition, Vitakraft of Germany joined with Sunseed of Ohio, celebrating over 30 years in the pet industry, to create Vitakraft Sunseed Inc. in 2008. They now offer a wide range of more than 500 products, including bird and small animal food, treats, supplements and accessories and dog, cat and horse treats. By offering a wide selection, the company works to help ensure every type of pet gets the proper care and nutrition. www.vitakraftsunseed.com



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SunSations™ Product Line Debuts at SuperZoo 2014 Booth #13119

(BOWLING GREEN, OH) – Vitakraft Sunseed is pleased to announce the debut of their brand new, natural food, treat and toy line, Sunseed Sunthing Special® SunSations® at SuperZoo 2014. This new line of products delivers exceptional nutrition for small animals and pet birds in a fun and innovative way!

“There is a huge movement to high quality, natural pet foods and treats that are made in the USA. Sunseed has been making pet food in the USA for more than thirty years,” states Phoebe Stanley, Product Development and Marketing Coordinator for Vitakraft Sunseed.

SunSations® is a high premium, natural product line for small animals and pet birds. This line includes natural, nutritionally fortified diets, fun and healthy treats, and interactive Brain Teaser toys which encourage active play with treat rewards!

Each fully fortified diet is packed with fruits and/or veggies and is blended with a wide assortment of grains, seeds, specialty ingredients and pellets. Free from artificial colors and artificial preservatives, but loaded with variety to promote the natural foraging instincts of your pet.

“Interaction with your pet reinforces the human-animal bond. SunSations® treats and toys promote that interaction and makes treat time fun for both the pet and the pet parent.” states Stanley. From the delicious “pop on the cob” Yumbo Pops to Brain Teaser, an interactive natural, wood puzzle that has treats hidden inside, these toys and treats provide mental enrichment and help to satisfy and nurture the curious and fun-loving nature of your pet.

SunSations® product line is natural, nutritional and creates excitement for the senses!

Vitakraft Sunseed products are made “for Pet Lovers, by Pet Lovers.”

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**VitaSmart® All-Natural No Sugar Added Drops for Small Animals Debuts
at SuperZoo 2014
Booth #13119**

(BOWLING GREEN, OH) –Vitakraft Sunseed is pleased to announce the debut of VitaSmart® All-Natural No Sugar Added Drops for small animals at SuperZoo 2014.

Vitakraft's top selling DROPS™ for small animals are now available in an all-natural, no sugar added formula! This healthy, fun treat is available for small animals and has no artificial flavorings.

"Pet owners today are very concerned about pet obesity as well as the availability of natural ingredients in the products that they buy for them. VitaSmart's® All-Natural No Sugar Added Drops are a healthy and delicious treat option for those consumers," states Andrew Messinger, Director of Sales for Vitakraft Sunseed.

VitaSmart® All-Natural No Sugar Added Drops for small animals are available in four delicious flavors specifically formulated for pet rabbits, guinea pigs, hamsters and chinchillas: Dandelion Drops for Pet Rabbits, Parsley Drops for Guinea Pigs, Red Beet Drops for Hamsters and Wildberry Drops for Chinchillas.

Vitakraft Sunseed products are made "For Pet Lovers, by Pet Lovers. "

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Vitakraft Sunseed Debuts Vita Prima™ Wigglers and Berries Trail Mix Treat for Hedgehogs at SuperZoo 2014 Booth #13119

(BOWLING GREEN, OH) – Vitakraft Sunseed is pleased to announce the debut of Vita Prima™ Wigglers and Berries Trail Mix Treat for Hedgehogs at SuperZoo 2014.

This fun and delicious treat is a great addition to Sunseed's Vita Prima™ diet and treat line. High in protein and containing hedgehog favorites including mealworms, celery and strawberries, this trail mix style treat is sure to please!

"Hedgehogs love mealworms! They are also naturally foraging animals. Our Vita Prima™ Wigglers and Berries Trail Mix Treat combines both," states Brent Weinmann, CEO and President of Vitakraft Sunseed.

Wigglers and Berries is a delicious way to treat your hedgehog to the treat he loves and the fun he deserves!

Vitakraft Sunseed products are made "for Pet Lovers, by Pet Lovers".

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Vitakraft Sunseed Goes to the Dogs with Vita Bistro® Jerky Sausage Snacks for Dogs at SuperZoo 2014 Booth #13119

(BOWLING GREEN, OH) –Vitakraft Sunseed is pleased to announce the encore appearance of their newest venture in dog treats at SuperZoo, Vita Bistro® Jerky Sausage Snacks for Dogs! These delicious jerky-style sausage snacks are crafted in small batches in the USA with North American raised meat and poultry, and are 100% grain free, gluten free, have no fillers or by-products, and no artificial colors or artificial preservatives.

“Pet owners today are very concerned about foreign meat in their dog treats, as well as the availability of natural ingredients in the products that they buy for them. Vita Bistro® treats are a great snack that you can feel good about giving to your dog,” states Brent Weinmann, dog owner and President and CEO of Vitakraft Sunseed.

The main ingredient in Vita Bistro® Jerky Sausage Snacks for Dogs is real meat and poultry – 91% to be exact! Available in four delectable varieties including Turkey with Cranberry, Turkey with Pumpkin, Beef with Carrot and Pork with Sweet Potato, the tidbits come in two sizes, minis for small dogs and regular size for medium to large dogs. Beef with Carrot flavored jerky style sticks are available in both single and double packs.

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**VitaSmart® No Sugar Added Drops for Dogs to Debut
At SuperZoo 2014
Booth #13119**

(BOWLING GREEN, OH) –Vitakraft Sunseed is pleased to announce the debut of VitaSmart® No Sugar Added Drops for Dogs at SuperZoo 2014.

Vitakraft's top selling DROPS™ for Dogs are now available in a no-sugar added formula ideal for all dogs! This healthy, fun treat is available in two delicious varieties - Savory Drops with Liver flavor and Savory Drops with Bacon flavor.

"Pet owners today are very concerned about pet obesity and therefore, the ingredients that are in the products they buy for them." VitaSmart's® No Sugar Added Drops are a healthy and delicious treat option for those consumers," states Andrew Messinger, Director of Sales for Vitakraft Sunseed.

VitaSmart® No Sugar Added Drops for Dogs are a delicious snack-time treat you can feel good about!

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