



For Immediate Release  
January 13, 2010

## **WOLF KING'S NEW FORMULA**

**WHAT IS CHANGING?** We are replacing cracked pearl barley and oatmeal with sweet potato and potato in equal proportions, respectively. No other ingredient changes were made.

**WHY DO YOU NEED TO MAKE THE CHANGES?** As you may be aware, over the past year or so, we have experienced a high degree of fines in our WolfKing line. To clarify, "fines" represent the broken kibble dust or powder commonly found at the bottom of all dry dog foods. In the case of WolfKing, however, the level was/is unacceptable. Changes were made in our milling process that did result in a reduction, but not on a consistent level. The cause was attributed to the combination of the three rough grind grains, cracked pearl barley, oatmeal and millet. Barley and oatmeal are the roughest grind of the three carbohydrates. While these fines in no way negatively impacted or affected the nutritional value of our foods, they were perceived by many of our customers as an inferior finished product. We would have to agree. Our customers deserve and expect the best from our company.

**WILL THIS CHANGE AFFECT MY DOG?** We do not anticipate any major issues stemming from the change. Test batches of this food were trialed throughout the US within the community of current WolfKing users with absolutely no negative results from either a digestibility or palatability standpoint.

**WILL THERE BE ANY PRICE CHANGES?** While the replacement ingredients do cost more, there will be no price increases at this time.

**ASIDE FROM REDUCING THE FINES, ARE THESE CHANGES IN ANYWAY MORE BENEFICIAL?** Removing oatmeal and barley from the WolfKing formula will reduce the overall gluten content and the amount of carbohydrates from grain. Except for Barking at the Moon, all our other dry dog foods contain oatmeal, barley, or both. WolfKing will now be another choice for dogs that may have a sensitivity to oatmeal and/or barley. This will help set WolfKing apart from our other dry formulas and give pet owners an option for a lower grain food if they don't want or can't feed a completely grain free formula like Barking at the Moon.

**WHEN WILL WE SEE THIS NEW FORMULATION IN THE MARKETPLACE?** Shipment of the new formulation begins this week. We hope to make this transition as seamless as possible for our customers and will be posting a notice on our website.

### **NEW WolfKing INGREDIENTS:**

Bison, Ocean Fish Meal, Brown Rice, Potatoes, Sweet Potatoes, Millet, Rice Bran, Canola Oil (preserved with mixed tocopherols), Tomato Pomace, Salmon Oil (source of DHA), Flaxseed, Natural Flavor, Choline Chloride, Taurine, Dried Chicory Root, Parsley Flakes, Pumpkin Meal, Almond Oil (preserved with mixed tocopherols), Sesame Oil (preserved by mixed tocopherols), Yucca Schidigera Extract, Thyme, Blueberries, Cranberries, Carrots, Broccoli, Vitamin E Supplement, Iron Proteinates (a chelated source of iron), Zinc Proteinates (a chelated source of zinc), Copper Proteinates (a chelated source of copper), Ferrous Sulfate, Zinc Sulfate, Copper Sulfate, Potassium Iodide, Thiamine Mononitrate, Manganese Proteinates (a chelated source of manganese), Manganous Oxide, Ascorbic Acid, Vitamin A Supplement, Biotin, Calcium Pantothenate, Manganese Sulfate, Sodium Selenite, Pyridoxine Hydrochloride (vitamin B6), Vitamin B12 Supplement, Riboflavin, Vitamin D Supplement, Folic Acid.

**\* PLEASE ADVISE YOUR CUSTOMERS OF THE FORMULA CHANGE.**

Thank you,

First Choice Pet