



FOR IMMEDIATE RELEASE: May 31th, 2016

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Pampered Pets USA to unveil new line of premium organic, limited ingredients and low fat dog treats at SuperZoo 2016

Pampered Pets USA, a leading provider of healthy, nutrient-rich dog treats, is set to debut a brand new lineup of healthy pet snacks during the annual SuperZoo tradeshow August 2-4 in Mandalay Bay, Las Vegas.

The new brand, called Uber Dog Treats, will feature six varieties: Organic, Limited Ingredients and Low Fat snacks baked from genuine human-grade natural ingredients. Flavors include peanut butter, pumpkin and maples & bacon flavors. Uber Low Fat treats and come in at just five calories per treat. Uber Limited Ingredient treats have only 4 wholesome ingredients and just 6 calories per treat.

“In households across the US, dogs are counted as family, not pets, so why wouldn’t pet owners want to give all the same attention to diet and health as they do themselves or other family members?” PPT, President, Nancy Volin says. “From day one, our mission at Pampered Pets has been to give families the tools they need to maximize the enjoyment and richness of living with dogs, and we continue to build on that legacy with the new line of Uber treats.”

Since launching the company in the early 1990s, Nancy has watched Pampered Pets blossom from an unknown home-based startup to one of the most well-respected companies in the pet nutrition space. The company employs and consults leading veterinarians, nutritionists, and bakers for input into current and future products, and makes a point to stay at the cutting edge of pet nutrition research as it brings products to market.

Those interested in learning more about the company can visit its website at <http://pamperedpetsusa.com/>, or visit them at SuperZoo 2016 at booth #5067.

About SuperZoo

SuperZoo is the most popular trade show for the pet retail industry in North America and provides independent pet store owners with the knowledge and resources they need to be successful. For the sixth consecutive year, SuperZoo has grown in exhibitor space and square footage and was listed a Trade Show Executive’s Gold 100 trade event in 2014. Produced by the World Pet Association (WPA), the show attracts thousands of retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting

the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo, WPA is the host of America's Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa Mesa, California, the Atlanta Pet Fair & Conference, held in Atlanta, and the Aquatic Experience, held in Chicago. For more information: www.superzoo.org.

