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FOR IMMEDIATE RELEASE

Clear Conscience Pet Selected for 2013 SuperZoo "Store of the Future"

Special future concept store debuts at the SuperZoo pet industry trade show this July in Las Vegas; Clear Conscience Pet chosen to be one of the featured brands

WILTON, CONN – April 30, 2013 - It has been confirmed that Clear Conscience Pet will be one of a select group of companies represented in the first ever "store of the future" at the SuperZoo trade event this July 23-25 at the Mandalay Bay Convention Center in Las Vegas.

This "concept store" has been created by the World Pet Association, (WPA), the producers of SuperZoo, known as "The National Show for Pet Retailers," in conjunction with mega pet product distributor Animal Supply Logistics (ASL).

SuperZoo is acknowledged to be the fastest growing trade event in the American pet food and supply industry. The store of the future will be a 2000 square foot enclosed island in the midst of the trade show floor, so it will be easy for all show attendees to visit and get ideas for improving their store layouts, merchandising, and point of sale promotional tools.

The SuperZoo Store of the Future will give retailers a chance to see new concepts in merchandising that they can use in their own stores. One of the key point of sale concepts will be video panels incorporated directly into displays for various brands, including Clear Conscience Pet's Sliders® brand of holistic dog treats, multi award-winning SuperGravy® holistic instant gravy mix, the patent-pending and also award-winning OSV line of flax and vegetable coated treats and chews, and Cruncherz Organic grain and gluten free dog biscuits.

"We are very excited to be a part of this first time innovative new feature at SuperZoo," said Clear Conscience Founder and President Anthony Bennie. "It is an honor to be among many other fine brands and at the forefront of new ways of thinking, just as we have always been dedicated to breaking new ground with our products and their nutritional performance, health benefits, and enthusiastic animal acceptance."

About Clear Conscience Pet:

Clear Conscience Pet was founded in 2010 to create healthy, wholesomely sourced, and incredibly tasty treats for dogs and cats. All products are artisan made in the U.S.A. from 100% American ingredients with an emphasis on grass fed, family-farmed, and sustainable sources. The company has won six national awards for pet nutrition since late 2011, making Clear Conscience one of the most honored companies in the history of the pet nutrition industry. Click here to learn more <http://www.clearconsciencepet.com/award-winning-nutrition/>.

Web address: <http://www.clearconsciencepet.com>.

Facebook page: <http://www.facebook.com/Clear.Conscience.Pet.LLC>.

Twitter: @CCPetTreats.

For videos and interviews: visit: <http://www.clearconsciencepet.com/ccp-tv>.

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