

FOR IMMEDIATE RELEASE

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NPIC to Ask for New Product Feedback at SuperZoo

(Plano, TX) May 30, 2018 – NPIC® (www.npicpet.com) announced today that they will be showing mockups of seven new Get Naked pet treats. Visitors to Booth #250 will see mockups of premium products NPIC has developed for launch in the fourth quarter of 2018 and early 2019. They'll be invited to give their feedback on which products are the most likely to succeed with consumers. These new products include aesthetically pleasing shapes, flavor profiles that enhance palatability, and premium ingredients that strengthen functionality.

“We want to create an exciting atmosphere at this year’s SuperZoo,” Said Andrew Kang, NPIC’s Chief Executive Officer. “We don’t want trade show goers to be bored. Our proposed new product offerings will increase the excitement level at our booth.”

NPIC is investing in change. It has recently expanded its R&D staff and is developing new, unique pet treats with a focus on natural and wholesome ingredients that support healthier lifestyles for family pets.

For an opportunity to have fun, win prizes, and get a sneak peak and give feedback on new products, visit NPIC at SuperZoo, booth #250, in the *Nature’s Pathway* area. To learn more about NPIC, please visit www.npicpet.com.

About NPIC

In 1998, NPIC introduced N-Bone®, one of the first completely edible, highly digestible dog bones made with wholesome and functional ingredients. The market success of this

revolutionary product led us to continue to develop a comprehensive line of natural treats under the N-Bone, Twistix® and Get Naked® brands. NPIC is committed to creating irresistibly delicious pet treats with a prime focus on natural ingredients and healthy living. For more information, please visit www.npicpet.com.