



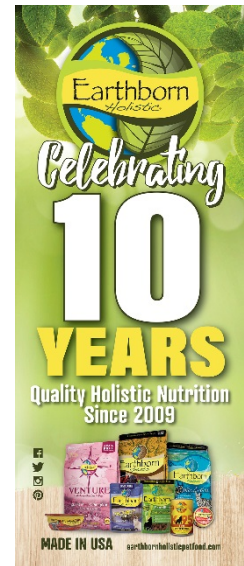
MIDWESTERN PET FOODS, INC.

MIDWESTERN PET FOODS CELEBRATES THE TEN YEAR ANNIVERSARY EARTHORN HOLISTIC IN STYLE!

EVANSVILLE, IN – Midwestern Pet Foods is celebrating the 10 year anniversary of Earthborn Holistic's introduction with a \$10,000 SuperZoo money booth giveaway. Visit booth 3635 to take part in the festivities!

Over the past ten years, Earthborn Holistic has seen explosive nationwide growth with numerous dry and moist recipe options for dogs and cats, the recent Venture LID line extension, nutritious oven-baked biscuits and soft treats. Additionally, Midwestern Pet Foods has planted more than 650,000 trees through its UPCs for Trees Program and has recycled over half a million bags through the Earthborn ReBorn program.

Now Midwestern Pet Foods is introducing Earthborn Holistic Unrefined, an all-new, heart healthy line extension. Enriched with taurine and crafted with the finest ancient grains like quinoa, buckwheat and chia, as well as nutrient-dense superfoods including kale, pumpkin, spinach, and blueberries, Unrefined will debut with two exciting recipes containing fresh salmon and rabbit.



Midwestern Pet Foods also recently introduced highly successful, new Wholesomes Jerky Treats, consisting of four grain-free, gluten-free, propylene glycol-free recipes. New Wholesomes Jerky Treats feature the finest farmland proteins, vegetables and fruits. Perfect for training or as a rewarding treat, these delicious moist treats come in four great recipes, packaged in 25 oz. resealable pouches

For more information visit www.earthbornholisticpetfood.com and www.sportmix.com.

About Midwestern Pet Foods

Founded in 1926, Midwestern Pet Foods is in its 4TH generation of family leadership. Midwestern Pet Foods creates nutritious dry and moist pet food, biscuits and treats specially crafted in four company-owned US kitchens. Midwestern Pet foods has an unblemished safety record, never having had a product recall.

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