



FOR IMMEDIATE RELEASE

**DICK VAN PATTEN'S NATURAL BALANCE® DEBUTS  
FOUR BRAND NEW MEATIER FORMULA DOG FOOD ROLLS**  
*Innovative Rolls Feature Meaty and Delicious Nutrition*

BURBANK, CA (April 3, 2014) –Natural Balance® Pet Foods is proud to announce the launch of a newly renovated line of Dog Food Rolls formulated to be meaty and full of delicious flavors that no dog can resist. These delicious rolls are packed with high quality nutrition and the finest ingredients. All four brand new formulas of Dog Food Rolls feature premium meats like duck, turkey, chicken and lamb, all an excellent source of protein and flavors dog crave. In addition, Natural Balance has added kelp meal, a natural source of vitamins and minerals to the line and accented the rolls with various fruits and veggies, promoting healthy skin and coat condition. Natural Balance® Dog Food Rolls are formulated without corn, soy, wheat, sodium nitrite, artificial flavors or colors.

Rich in nutrients and energy, Natural Balance® Dog Food Rolls are versatile as they are excellent nutritional and energy sources. Dog Food Rolls can be used as training treats, fed as a primary food, or mixed with Natural Balance® Dry Dog Food. Dog Food Rolls are highly palatable and also a great choice for picky eaters. Rolls can easily be grated or crumbled to combine in dry food or to feed to older dogs. They can also be chopped or sliced for ease of travel. All making Natural Balance® Dog Food Rolls a great, delicious nutritional source, and economical too.

“We’re very excited about our Dog Food Rolls,” said Heather Govea, General Manager at Natural Balance®. “These new rolls are even more palatable and we have addressed our pet parent’s utmost request by removing wheat. Dogs can’t resist the meaty taste!”

Consumers are always looking for new and convenient products to give to their pets. We are proud to be launching sixteen new skus with all new packaging, giving our consumers even more healthy options. Dog Food Rolls will be available beginning March of 2014 and are available in the following formulas:

- Duck & Turkey Formula Dog Food Roll: 4 oz., 1lb., 2.25 lb., and 3.5lb.
- Lamb & Chicken Formula Dog Food Roll: 4 oz., 1lb., 2.25 lb., and 3.5lb.
- Chicken Formula Dog Food Roll: 4 oz., 1lb., 2.25 lb., and 3.5lb.
- Beef Formula Dog Food Roll: 4 oz., 1lb., 2.25 lb., and 3.5lb.

Every production run of Natural Balance<sup>®</sup> pet food is tested and results are posted on our website so customers can Buy With Confidence<sup>®</sup>. Visit [www.naturalbalanceinc.com](http://www.naturalbalanceinc.com) for complete details.

### **About Dick Van Patten's Natural Balance Pet Foods<sup>®</sup>**

Based in Burbank, California, Natural Balance<sup>®</sup> was founded in 1989 with the philosophy of providing pets and their owners The Food For a Lifetime<sup>®</sup>. Dick Van Patten's Natural Balance Pet Foods offers a wide selection of premium dog and cat food and is used and respected worldwide by top trainers, breeders and caring pet owners who want the best for their pets. Natural Balance products include Ultra Premium balanced meals, grain-free Alpha<sup>®</sup> formulas, and L.I.D. Limited Ingredient Diets<sup>®</sup> with limited protein and carbohydrate sources. Natural Balance products include these and many more unique formulas of dry food, canned food, stews and treats for dogs and cats of all ages.

At Natural Balance the health and safety of pets is our first priority. Not only are our products made from the finest ingredients, but they are extensively tested for safety through our Buy With Confidence<sup>®</sup> program. Every production run of Natural Balance Pet Foods is tested for nine known contaminants before distribution so that customers can "Buy With Confidence" and know their pet food is safe. Simply visit our website, click on the Buy With Confidence<sup>®</sup> link and enter the product date code on the bag to find the actual laboratory results posted in real time.

For information about Natural Balance, Buy With Confidence and our unique product line, please visit [www.naturalbalanceinc.com](http://www.naturalbalanceinc.com).

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