

FOR IMMEDIATE RELEASE

**DICK VAN PATTEN'S NATURAL BALANCE INTRODUCES
ORIGINAL ULTRA® WHOLE BODY HEALTH®**

NEW, Delicious Gluten-Free Formulas for Dogs and Cats

BURBANK, CA (February 23, 2015) – For the past 25 years, Natural Balance Pet Foods has taken a whole-body approach to nutrition, nourishing the well-being of your pet through our nutritious food and treats. Now we've taken our nutritious pet food philosophy and advanced our famous recipe to create a new, delicious gluten-free formula—Original Ultra® Whole Body Health® dry formulas for dogs and cats.

We're proud to introduce your favorite four-legged friend to the same incredible taste they've come to expect from Natural Balance®—now in a new, nutritious and delicious gluten-free meal! Our expert nutritionists created Original Ultra® Whole Body Health® to support the needs of your best friend through all life stages, from growing puppies and kittens to energetic adult dogs and cats. Every premium ingredient matters to us, and to your pet, because we want all dogs and cats to live life to the fullest, naturally!

“We wanted to specifically create gluten-free diets to support overall pet well-being,” said Heather Govea, General Manager at Natural Balance®. “Whole Body Health® helps maintain everything from the digestive system to healthy bones and teeth, making it a truly solid formula to keep dogs and cats healthy, vibrant and strong.”

Our new, gluten-free formulas give your pet all they need from head to tail! Original Ultra® Whole Body Health® are healthfully created for optimum taste and nutrition by bringing together super premium ingredients with essential vitamins and antioxidant nutrients that work together. We've deliciously crafted a unique fiber layering system with whole grains, fruits and veggies to maintain a healthy digestion. Original Ultra® Whole Body Health® also has taurine to support healthy eye and heart functions, premium proteins to help maintain healthy muscle development, and Omega-6 and Omega-3 ratios to support skin and coat. Plus, DHA and EPA support an active brain, and calcium and phosphorus help maintain strong bones and teeth.

Our irresistible varieties for Original Ultra® Whole Body Health® are available in store now, in several formulas and bag sizes for all dogs and cats—big and small! Your pets will love the high-quality, meaty recipes and you'll love the optimum nutrition they'll get. *Nourish your pet from head to tail - Whole Body Health®.*

Original Ultra® Whole Body Health® for dogs is available in the following varieties:

- Original Ultra® Chicken, Chicken Meal, Duck Meal Formula Dry Dog Food: 5 lbs.
- Original Ultra® Chicken, Chicken Meal, Duck Meal Formula Dry Dog Food: 15 lbs.

- Original Ultra[®] Chicken, Chicken Meal, Duck Meal Formula Dry Dog Food: 30 lbs.
- Original Ultra[®] Chicken, Chicken Meal, Duck Meal Formula Dry Dog Food Small Breed Bites: 4.5 lbs.
- Original Ultra[®] Chicken, Chicken Meal, Duck Meal Formula Dry Dog Food Small Breed Bites: 12 lbs.
- Original Ultra[®] Venison, Turkey Meal, Lamb Meal Formula Dry Dog Food: 4.5 lbs.
- Original Ultra[®] Venison, Turkey Meal, Lamb Meal Formula Dry Dog Food: 13 lbs.
- Original Ultra[®] Venison, Turkey Meal, Lamb Meal Formula Dry Dog Food: 26 lbs.

Original Ultra[®] Whole Body Health[®] for cats is available in the following varieties:

- Original Ultra[®] Chicken Meal & Salmon Meal Formula Dry Cat Food: 2 lbs.
- Original Ultra[®] Chicken Meal & Salmon Meal Formula Dry Cat Food: 6 lbs.
- Original Ultra[®] Chicken Meal & Salmon Meal Formula Dry Cat Food: 15 lbs.
- Original Ultra[®] Venison, Turkey Meal, Lamb Meal Formula Dry Cat Food: 5 lbs.
- Original Ultra[®] Venison, Turkey Meal, Lamb Meal Formula Dry Cat Food: 10 lbs.
- Original Ultra[®] Calamari, Salmon Meal, Duck Meal Formula Dry Cat Food: 5 lbs.
- Original Ultra[®] Calamari, Salmon Meal, Duck Meal Formula Dry Cat Food: 10 lbs.

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

About Dick Van Patten's Natural Balance Pet Foods

Based in Burbank, California, Natural Balance was founded in 1989 with the philosophy of providing pets and their owners The Food For a Lifetime[®] by creating a nutritious variety of premium dog and cat food. Used and respected worldwide by top trainers, breeders and caring pet owners who want the best, Natural Balance products include Ultra Premium balanced meals, and L.I.D. Limited Ingredient Diets[®] 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. Our products are made with the finest ingredients and every production run of Natural Balance Pet Foods is tested for nine known contaminants before distribution. Every customer can "Buy With Confidence" and know their pet food is safe by simply visiting our website, then entering 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.

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