

FOR IMMEDIATE RELEASE

DICK VAN PATTEN'S NATURAL BALANCE
SATISFIES YOUR PET'S NATURAL CRAVINGS WITH WILD PURSUIT™
NEW High-Protein Grain-Free Formulas for Dogs and Cats

BURBANK, CA (**March 2, 2015**) – For the past 25 years, Natural Balance Pet Foods has always led the pack when it came to developing The Food For A Lifetime®. Once again, our forward thinking brings you an opportunity to indulge your pet's natural cravings with a complete and balanced diet that's also naturally easy to serve. We're proud to announce our deliciously new, grain-free recipe made with minimally processed, freeze-dried raw pieces of high protein mixed in with the kibble. Introducing Wild Pursuit™ wet and dry formulas for dogs and cats, plus treats for dogs.

Natural Balance Wild Pursuit™ is inspired by nature to be at its best. We captured what dogs and cats love in their primal element with a raw food taste they'll claw into. Our expert nutritionists developed a nourishing formula that contains different unique protein sources, such as guinea fowl, quail, and walleye. Indulge your pet's ancestral instinct and give them 100% complete and balanced nutrition—the way nature intended.

It's now easier than ever to satisfy your pet's raw instincts with our high protein, grain-free formulas that gratify the carnivorous pursuits of dogs and cats in the wild. Natural Balance Wild Pursuit™ offers unique blends of completely balanced dry kibble with freeze-dried raw pieces to appeal to your pet's ancestral appetite. Our complete and balanced kibble includes delicious ingredients that support healthy skin and coat and with fruits and vegetables contributing fiber to support healthy digestion. Every premium ingredient matters to us, and to your pet, because we want all dogs and cats to live life to the fullest, naturally!

Discover peak nutrition with Natural Balance Wild Pursuit™ available in stores in April, in several formulas and sizes for all dogs and cats. Your pets will crave the balanced blend of animal proteins, exotic meats, and freeze-dried raw pieces, along with carefully selected carbohydrates. *Feed the Pursuit – Wild Pursuit™.*

Wild Pursuit™ for dogs will be available in the following varieties:

- Wild Pursuit Chicken, Turkey Meal & Quail Formula Dry Dog Food: 4, 10, 22 lbs.
- Wild Pursuit Trout, Salmon Meal & Tuna Formula Dry Dog Food: 4, 10, 22 lbs.
- Wild Pursuit Chicken Meal & Guinea Fowl Dry Dog Food: 4, 10, 22 lbs.

- Wild Pursuit Chicken, Turkey & Quail Formula Canned Dog Food: 6, 13 oz.
- Wild Pursuit Beef, Buffalo, Venison Formula Canned Dog Food: 6, 13 oz.
- Wild Pursuit Lamb, Chicken & Guinea Fowl Formula Canned Dog Food: 6, 13 oz.

- Wild Pursuit Lamb Lung Bites Dog Treats: 2.5, 7 oz.
- Wild Pursuit Venison Lung Bites Dog Treats: 2.5, 7 oz.

Wild Pursuit™ for cats will be available in the following varieties:

- Wild Pursuit Chicken, Turkey Meal & Quail Formula Dry Cat Food: 1.5, 4, 10 lb.
- Wild Pursuit Trout, Salmon Meal & Tuna Formula Dry Cat Food: 1.5, 4, 10 lb.
- Wild Pursuit Chicken, Turkey & Quail Formula Canned Cat Food: 3, 6 oz.
- Wild Pursuit Trout, Salmon & Tuna Formula Canned Cat Food: 3, 6 oz.
- Wild Pursuit Salmon, Herring & Walleye Formula Canned Cat Food: 3, 6 oz.
- Wild Pursuit Turkey, Chicken & Guinea Fowl Formula Canned Cat Food: 3, 6 oz.
- Wild Pursuit Beef, Buffalo & Venison Formula Canned Cat Food: 3, 6 oz.

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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