

For Immediate Release

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Petcurean Announces New and Improved GO! Grain Free Feline Diets

Abbotsford, BC - Petcurean is excited to announce the reformulation of two of their GO! Feline diets **GO! Grain Free Freshwater Trout Recipe** and **GO! Grain Free Chicken Turkey and Duck Recipe**.

Specifically, the formulation changes include:

GO! Grain Free Freshwater Trout Recipe:

- Adding salmon meal, an excellent and consistent fish source which increases the level of Omega 3's by 40%
- Reducing the fibre from 2% max to 1.5% max and adding pea fibre for hairball control
- Decreasing the phosphorus level from 1.2% min to 1.1% min (great news for senior cats)
- Reducing the ash from 8.5% max to 7.5% max for consumers looking for a high meat inclusion diet with less ash
- Increasing DHA level from .15% min to .20% min to support brain development and joint health

GO! Grain Free Chicken, Turkey and Duck Recipe:

- Changing first ingredient to chicken meal, and the following 6 ingredients to meat or meal sources, assuring a high meat inclusion diet for carnivorous cats
- Decreasing fat level from 21% to 18%
- Increasing Taurine level from 1800 mg/kg to 2050 mg/kg min to support vision
- Reducing the fibre from 2% max to 1.5% max

"Our GO! Trout and GO! Chicken, Turkey & Duck customers can rest assured that the change will be positive for their pets. Like all changes, however, we do recommend that our customers introduce the formula gradually, over a 10 day period if possible," adds Michele Dixon, Health & Nutrition Specialist for Petcurean Pet Nutrition.

The newly named GO! SENSITIVITY + SHINE™ Grain Free Freshwater Trout + Salmon Recipe and GO! FIT + FREE™ Grain Free Chicken, Turkey + Duck Recipe will be available on retail store shelves starting in early 2012. If you have any questions or concerns about these product

changes, Petcurean welcomes you to call their Health and Nutrition Specialist at 1.866.864.6112. Live support is available Monday to Friday, 8 am to 5 pm Pacific Standard Time.