

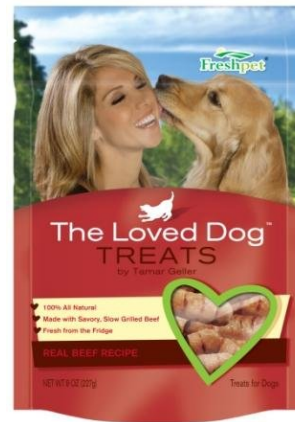
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**All you need is loved:
Freshpet partners with Tamar Geller to introduce The Loved Dog™ Treats**

NEW YORK (May 1, 2008) – The company that changed the way people feed their dogs and the trainer who changed the way people raise their dogs have come together to create The Loved Dog Treats.

The Loved Dog Treats are the first, fresh refrigerated dog treats. So fresh in fact, that customers will find them only in the pet aisle refrigerator of select retailers. The Loved Dog Treats are the latest addition to Freshpet's line of freshly prepared foods for dogs and a testament to the company's commitment to creating the most innovative and freshest food for dogs. The treats are full of high quality beef or chicken without any corn, wheat or soy. Dogs love the all natural treats which are gently cooked to maintain freshness without preservatives.



The marriage between Freshpet and Tamar Geller is a perfect one built on a love of dogs," said Scott Morris, a co-founder of Freshpet. "It's no longer a dog eat dog food world. We offer the freshest products for dogs and I know your dog will love our treats as much as he loves Tamar's training methods."



Called a "life coach for dogs" by Oprah, Tamar prefers the term "well-mannered" to "obedient" and "coaching" to "training." Geller was featured on "The Oprah Winfrey Show" as Oprah's personal dog coach, training Oprah's three golden retrievers, and has provided insight to millions of dog enthusiasts nationwide as resident dog expert on "The Today Show" and Animal Planet's "Who Gets the Dog." Geller has also been featured on "Larry King", "20/20", "Regis and Kelly", as well as on the pages of The New York Times, GQ, and USA Today,

among others. She is the go-to trainer for celebrities such as Oprah Winfrey, Ben Affleck, Natalie Portman, Courteney Cox-Arquette, Nicollette Sheridan, and Owen Wilson.

Tamar and Freshpet joined forces because of their mutual commitment to treating dogs like members of the family. Geller's training methods are based on games, communication, respect and love. She believes that dogs should be raised like children. And, with The Loved Dog Treats, canines can be fed like them, too.

The Loved Dog™ Treats are available in an 8 oz resealable pouch in two varieties: Real Beef Recipe and Real Chicken Recipe. They will be available in May in select grocery and mass merchandise stores.

For more information go to Freshpet.com or TamarGeller.com

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