



FOR IMMEDIATE RELEASE
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KICX NUTRITION LAUNCHES NUHEMP HOLISTIC DOG TREATS & DAILY DIETARY SUPPLEMENTS FOR PETS

2-Chomp Munchies and Omega-Sauces Feature Hemp Nutrients & Functional Ingredients

Guelph, Ontario (July 16, 2007) – Continuing their pursuit to ‘*nourish your pet inside and out*’, KicX Nutrition has launched an innovative line of holistic nutraceutical pet treats and gourmet supplement food toppings to enhance the well-being of pets under their *NuHemp™* brand. Functional foods in the human marketplace has been a hot trend over the past few years, and KicX Nutrition is daring to be different in the animal care industry by introducing innovative therapeutic products to the pet world.

Whether pet owners are searching for healthier, delicious treats or a daily dietary supplement to boost the nutrition value of a meal, NuHemp has tails wagging with their new *2-Chomp Munchies* and *Omega Sauces*. The common foundation for all of these products is the inclusion of *hemp*-based nutrients. The Munchies feature *hemp meal*, which is a whole-food, gluten-free vegetable protein powder that is an excellent source of complete protein and dietary fibre. Designed for both dogs and cats, Omega Sauce features cold-pressed *hemp oil*, which is an exceptional source of Omega 3, 6 & 9 Essential Fatty Acids (EFAs) and GLA. For more information on hemp nutrition, please see the bottom of this press release.

2- Chomp Munchies – Healthy Natural Treats

The unique blend of nutraceuticals in *NuHemp Munchie “Plus”* offer health benefits far above any other treats currently in the marketplace. These two varieties of holistic treats specifically target and address the most problematic canine health issues. *Skin & Coat* has a *Crunchy Peanut Butter* flavour and is a functional dog biscuit that features Flax and Hemp Oil. *Joint-Hip Digestive* has a *Luscious Liver & Cheese* flavour and features MSM, Glucosamine HCL, FOS, and peppermint. The SRP for each 14-ounce Munchie Plus is \$8.99.

KicX Nutrition has also introduced four new holistic varieties of NuHemp *2-Chomp Munchies*: Roasted Turkey w/Cranberries; Luscious Liver & Cheese; Crunchy Peanut Butter Maple; and Puppy- Crunchy Peanut Butter Banana. There is also a new ‘Assorted’ package which contains a mixture of the holistic treats. Each of these is offered in a 14-ounce package for a SRP of \$6.99.

NuHemp 2-Chomp Munchies and Munchie Plus treats are baked in small batches to ensure optimum freshness and nutrient activity using only the finest natural ingredients. These crunchy, gourmet goodies contain readily-digestible, gluten-free vegetable protein while *no* chemicals, animal by-products, salt, colour or artificial preservatives are added. They are “mini” sized to be convenient for training and munchable for dogs of all sizes.

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Omega Sauce – A Nutritious and Delicious Gourmet Dietary Supplement for both Dogs and Cats

KicX Nutrition has launched four new holistic varieties of **NuHemp Omega Sauce** for dogs and cats: Roasted Chicken; Sizzling Bacon; Luscious Liver; and Peanut Butter Smoothie. These highly palatable food toppings feature a synergistic blend of canola and cold pressed hemp oils and all natural flavorings. Omega Sauce is offered in an 8.5 ounce bottle for an SRP of \$7.99. Not merely a flavor topping, each of the four different varieties of gourmet Omega Sauce deliver an ideal combination of Essential Fatty Acids (EFA's) necessary for beautiful skin and coat and other much-needed nutrients to promote well-being. No chemicals, animal by-products, water, salt, colour or artificial preservatives are added.

The line also includes a holistic nutraceutical variety called **Omega Sauce "Plus" Joint, Hip & Digestive** that is fortified with MSM, Glucosamine and FOS to help pets that have specific challenges. This unflavoured Omega Sauce is offered in an 8.5 ounce bottle with a SRP of \$8.99.

NuHemp Organic Botanicals - Natural Pet Shampoos & Conditioners Enriched with Organic Ingredients

NuHemp products are designed to nourish pets inside and out. Earlier this year, KicX Nutrition announced **NuHemp Organic Botanicals**, a natural "beauty care" line that is a holistic combination with the NuHemp natural pet nutrition and wellness products. NuHemp Botanicals shampoos and conditioners are 100% biodegradable and are formulated with only premium ingredients such as organic Chamomile, Nettle, Red Clover and Alfalfa that promote optimal skin health and lush, manageable coats. NuHemp Botanicals are free of sulfates, polypropylene glycol, DEA, and synthetic fragrances and dyes found in many pet washes that can cause irritation and toxicity.

In addition to Omega Sauce, 2-Chomp Munchies and Botanicals, the NuHemp portfolio also includes **PAWZitive Therapy Conditioning & Protection Stick, an MSM Soothing Topical Gel and BIO-Nesting hemp bedding for small pets.**

"NuHemp's therapeutic gourmet functional foods, supplements, bedding and grooming products help provide pets with the essentials for a long, happy and healthy life," says Doug Daymond, President of KicX Nutrition, Inc.

KicX Nutrition Inc. is a vibrant product development company that has injected new energy into both the retail and commercial sectors by introducing natural, environmentally-responsible product solutions that perform. KicX is both a provider and marketer of lifestyle, value-added pet and human products. To learn more about KicX Nutrition Inc. and its exciting new line of NuHemp products, call (519) 836-8443, or visit www.nuhemp.com.

Benefits of Hemp Meal

- Rich in complete protein (41%), Omega 6 and Omega 3 fatty acids (EFAs), and dietary fibre.
- Cold-milled from live viable hemp seed grown sustainably, without the use of herbicides or pesticides.
- Contains no genetically modified organisms (GMOs), additives or preservatives, and is gluten-free.
- Is an excellent dietary source of easily digestible, gluten-free vegetable protein.
- Contains branched-chain amino acids that are important for the metabolism of exercising muscle.

Benefits of Cold-Pressed Hemp Seed Oil

- Nature's richest source of essential fatty acids (80%), and a rich source of GLA (gamma linolenic acid).
- Offers the ideal balance of Omega 6 to Omega 3 fatty acids (3:1) for life-long consumption.
- Contains no genetically modified organisms (GMOs), additives or preservatives, and is gluten-free.
- Is a naturally-occurring antioxidant, meaning it acts as a preservative, keeping the product stable for months.