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HEMP: THE FUTURE OF PET NUTRITION

NuHemp™ - A Unique & Innovative Brand Leading the Way in Next Generation Pet Nutrition!

Guelph, Ontario (September 24, 2009) – A forward-thinking brand called NuHemp (www.nuhemp.com) is leading the way in providing superior nutrition to pets with completely natural, next-generation formulations...all with a hemp nutrient! The brand's unique line of hemp-based holistic products provides a healthy and refreshing alternative to the overabundance of "Me-Too", nutritionally-void offerings all too common in today's marketplace. By providing a truly synergistic line of unique products which promotes the nourishment of pets both inside & out, NuHemp has clearly carved out a competitive advantage in the marketplace – something that has not gone unnoticed. With profile features on Martha Stewart Living TV, FOX News, NBC News, CNN Live and write-ups in the New York Post, American Airlines in-flight magazine and numerous high-profile pet industry publications – NuHemp is creating quite the 'Buzz' throughout North America!

Since its founding and introduction in Canada back in 2005, NuHemp has been focused on educating pet owners throughout North America about the many nutritional & therapeutic benefits of hemp-based formulations for pets. The seed and oil derived from the *hemp* plant form the common foundation for the company's entire family of super-premium pet treats, daily dietary supplements, and health, grooming and comfort products. "Hemp is incredibly nutritious and also has amazing therapy and skin/coat moisturizing properties, so it allows us to create a revolutionary holistic line that nourishes pets inside and out," says NuHemp founder Doug Daymond. "From the outset, we knew that the key to creating amazing natural pet products lay in one core, supercharged nutrient - hemp," says Daymond. "Having done extensive research as to what natural products traditional pet companies were marketing, we were astonished to learn that there were no hemp-based products what-so-ever on shelf and as a result, our mission was clear and NuHemp was born," adds Daymond.

Hemp is one of the hottest trends in consumable products for both pets and their owners! According to data from the data research company SPINs, hemp grocery sales in sampled stores grew by 42% from the beginning of 2008 until the end of the year. The sales channel reported on by SPINs is just one of many, and the Hemp Industries Association (www.thehia.org) estimates that the total 2008 retail sales of hemp foods, vitamins and beauty care products ranged from \$100-120 million. "We expect double digit growth to continue through 2009 as consumer interest in 'green' healthy products grows," says Eric Steenstra, executive director of the HIA. "It is obvious to us that hemp products for pets are demonstrating great potential," adds Daymond.

This growth of the hemp market across multiple industries is fueling increased legislative and economic action in the United States. Transitioning to a "green economy" is no longer a radical threat, but a truly viable alternative which is finally being supported by a U.S. President. According to votehemp.com, sixteen states have passed pro-hemp legislation to date, and nine states (Hawaii, Kentucky, Maine, Maryland, Montana, North Dakota, Oregon, Vermont and West Virginia) have removed barriers to its production or research. North Dakota has even issued state licenses to would-be hemp farmers for two years running.

The newest products by NuHemp that are gaining popularity are the four new varieties of *Fetch'ers™ Ballz*, which are round interactive gourmet treats that instinctively encourage dogs to do what they love most - *play fetch*. This product is an example of the

innovative product development spirit and fun pet lifestyle vibe that exists at NuHemp. “It’s amazing that no one previously capitalized on the concept of a round and interactive dog treat and the exceptional nutritional benefits provided by the hemp meal is a big plus,” notes Daymond. “We think of NuHemp as more than a brand, it is a healthy lifestyle for your pet,” he adds. The key ingredients in Fetch’erz Ballz are ***hemp*** meal, which is a rich source of gluten-free digestible protein – important for providing pets with a low-allergen alternative treat and Ancient Grains.

Having positioned itself in the highest growth category within the pet industry – natural products – NuHemp has seen a surge in consumer and retailer interest and is now sold in thousands of stores throughout North America. The *Nutrition Business Journal* estimates that the U.S. animal nutrition market, which includes functional treats, natural & organic food, supplements, and natural & organic pet supplies for dogs, cats and horses jumped 11.6% to \$2.8 billion in 2008. In a struggling economy, savvy pet retailers are turning to unique natural brands, such as NuHemp, to bolster their bottom line by providing items most sought after by consumers. NuHemp will be building upon this strong momentum when they exhibit at the HH Backer Show at the Rosemont Convention Centre in Chicago on October 2-4 and at the Green Festival in Washington, DC on October 10th & 11th in the Hemp Industries Pavilion (HIA).

At HH Backer booth # 1616, Fetch’erz Ballz and the whole family of NuHemp products will be on display, including: ***Holistic Treats*** (2-Chomp Munchies & Fetch’erz Ballz); ***Daily Dietary Supplements*** (Omega Sauce); ***Health and Grooming Products*** (Omega Sudz, Omega Eazz, Omega Gleam, Omega Shine, Omega Therapy, Omega Cleanse Ear Wash and Omega Zapp) and ***Topical Therapy Products*** (PAWZitive Therapy & MSM Soothing Topical Gel). To learn more about NuHemp, please call 866-466-0686 or visit www.nuhemp.com.

Hemp Meal Attributes

- 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.

Cold-Pressed Hemp Seed Oil Attributes

- Nature's richest source of essential fatty acids (80%), and a rich source of GLA (gamma linolenic acid). This EFA content makes it an excellent natural emollient and moisturizer. Products containing hemp seed oil are known to reduce skin discomfort by soothing & restoring dry and damaged skin and increasing moisture retention capacity, which imparts gloss and manageability to hair.
- 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.

Environmental Advantages & Benefits of Hemp Farming

- Hemp grows extremely fast and can be grown in any climate, in any agronomic system
- Hemp can be grown with no (or little) herbicides, fungicides, pesticides, or other biocides.
- Hemp is a natural weed suppressor. Because its canopy grows so fast and densely, it blocks out sunlight to other weeds.
- Due to it’s long roots, hemp replenishes soil with nutrients and nitrogen and helps control erosion of topsoil.
- Hemp produces the same amount of oxygen while it’s growing that it would use in carbon dioxide if burned as a fuel.