



## **NuHemp™ Cultivates Partnership with The Pet Network!**

*Toronto – August 20, 2007* – KicX Nutrition Inc. based out of Guelph Ontario has begun “planting seeds” through an extensive partnership with The Pet Network to promote their innovative **NuHemp** family of premium pet products. This cutting-edge developer and marketer of natural health & wellness products is expanding its 2007 fall marketing and PR campaign to include infomercials on the world’s first and only television channel devoted to pets.

**NuHemp** is a Canadian developed and manufactured line of premium, cutting-edge, natural and nutraceutically fortified products that provide pets with the natural nutrients needed to support health, vitality and longevity. The common foundation for all NuHemp products is the synergistic formulation of hemp nutrients (either cold pressed oil or meal), all natural holistic ingredients and nutraceuticals i.e. MSM, Glucosamine HCL, FOS. Each **NuHemp** product is specifically and scientifically formulated with one clear objective in mind: to nourish pets either inside or out...naturally!

Phase 1 of their multi-tiered marketing campaign will feature several products of NuHemp’s premium pet care line in :60 second descriptive informational advertisements over a six month period. NuHemp founder and President Doug Daymond expressed his enthusiasm about the campaign, “We have been evaluating several advertising and marketing options to compliment our fall media print campaign and a strategic alliance with The Pet Network made sense fiscally, demographically and ideologically.”

Owned and operated by Stornoway Communications, The Pet Network is a digital television channel that features family programming with pet and animal themes. According to the spring 2007 BBM RTS survey, it is ranked #1 among digital channels with women 35-54. The channels Marketing Director, David Vowell explains, “Over 80% of our audience is female adults, and that’s an ideal target for an advertiser like NuHemp. Anyone in the pet industry will tell you that women make the majority of pet product buying decisions. “

Phase 1 of the **NuHemp marketing campaign begins in October 1** on **The Pet Network** with the first infomercial airing, as well as another Stornoway Communications’ network, **ichannel**. Featuring documentaries, talk shows and films concerning social, political and environmental issues, ichannel also shares the 35+ audience. Both ichannel and The Pet Network are available through satellite or cable providers.

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