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HALLOWEEN "PUP PRECAUTIONS" FROM RACHAEL RAY

Tricks and Treats for Keeping Your Four-legged Friend Safe on This Fright Night

New York, NY October 21, 2008 /PRNewswire/— Calling all ghosts and goblins, it's that spooky time of year again! As Halloween creeps and crawls nearer, it is important for dog lovers to learn the tricks for keeping their four-legged friends safe. Renowned daytime talk show host and cookbook author Rachael Ray considers her dog Isaboo a member of the family. Inspired by the nutritious meals she made for her, Rachael created a new line of premium pet food, Rachael Ray Nutrish, to help give other dogs the nutrition and loving care that they need every day of the year. So for this one scary night, she's got **five top tips** for keeping your precious pup safe, healthy and happy:

- ***Tip #1: Know Pet Snack No-No's***

As most pet owners know, chocolate is a no-no; theobromine, a molecule found in chocolate, is poisonous for dogs. Keep candy out of reach, too; the wrappers can get stuck in dogs' throats.

- ***Tip #2: Don't Be Scared to Give Your Dog a Nutritious Treat***

While everyone is enjoying in the night's revelry, you may want to share some treats with your pet. Give them a nutritious and delicious snack like the new Isaboo Booscotti treats made with peanut butter or bacon. Or if your dog is more of a chewy burger-lover, try the beefy Isaboo Grill Bites.

- ***Tip #3: Keep Precious Paws Inside***

Strangers (especially those in crazy costumes) and loud doorbells can be scary and stressful for pets! So keep your pet inside and when opening the door, watch your dog closely so he doesn't pull a fast one on you and escape.

- ***Tip #4: Dress Up Your Pup Safely***

Some comic canines may love their bumble-bee costumes, but be sure the costume doesn't constrict the dog's movement, breathing ability, hearing or even vision! The key is to have fun, but always put your dog's safety first.

- ***Tip #5: Watch Out for Jack-O-Lanterns***

Wagging tails and lit candles are a recipe for disaster. In order to avoid a dog's tail catching on fire, keep carved pumpkins and candles outside to reduce the risk of your pet getting into a dangerous situation.

Giving Your Dog a Treat Can Help Other Dogs in Need

So when Halloween comes and you are looking for a little something special for your dog, reach for the treats that help other dogs too! U.S. Animal shelters take in between 6 and 8 million new animals each year that are in desperate need of stable homes with loving people. Heartbroken by the thought of animals facing these hardships, Rachael Ray created *Rachael's Rescue*. All of her proceeds from the sale of Rachael Ray's Nutrish pet food and treats will go toward Rachael's Rescue and will be donated to organizations that help animals in need.

About Rachael Ray

Rachael Ray is best known as the host of the hit syndicated Emmy Award winning daytime television show "Rachael Ray" produced by CBS Television Distribution in association with Harpo Productions, Scripps Networks and Watch Entertainment. Rachael's warmth, energy, and boundless curiosity also reaches scores of fans through her popular Food Network shows, bestselling cookbooks published by Clarkson Potter, her own line of Rachael Ray cookware created by Meyer, knives by Furitechnics, signature food ingredients by Colavita and lifestyle magazine *Everyday with Rachael Ray*. In 2007, Rachael launched the Yum-o! organization, a nonprofit organization dedicated to empowering kids and their families to develop healthy relationships with food and cooking. For more information, visit www.rachaelray.com.

About Rachael Ray Nutrish

Rachael Ray Nutrish includes two varieties of all natural dog food featuring real meat as the first ingredient—Real Chicken and Veggies and Real Beef and Brown Rice. There are no by-products, fillers, artificial flavors or preservatives. The line also includes both crunchy and chewy treats. *Isaboo Booscotti* is a crunchy treat that comes in two flavors—bacon and peanut butter. *Isaboo Grill Bites* are chewy treats that also come in two flavors—beefy burger and bacony burger. *Rachael Ray Nutrish* is available almost everywhere you shop for pet food. Check out www.nutrishforpets.com to find a complete listing.

About Ainsworth Pet Nutrition

At Ainsworth Pet Nutrition, we love our furry family members as much as you do. That's why we're committed to making great-tasting nutritious pet foods and treats. We demand high-quality ingredients from our suppliers and require thorough testing to ensure product safety. We are committed to producing outstanding products every day and take great pride in ensuring our foods are wholesome, and most importantly, safe.

Ainsworth Pet Nutrition's purpose is to focus strictly on developing high-end super premium pet food products that deliver superior nutrition and taste. It is a partnership with the Lang family who has been making pet food for over 75 years.



www.nutrishforpets.com