

FOR IMMEDIATE RELEASE

Rachael Ray Launches Line of Super Premium Dog Food & Treats
Rachael Ray™ Nutrish - How Cool Is That?

New York, NY (July 28, 2008) - Daytime host, best selling author and pet lover Rachael Ray launches a new line of super premium dog food and treats called ***Rachael Ray™ Nutrish***. Ray's proceeds from each sale will be donated to support Rachael's Rescue (www.rachaelsrescue.org), which is dedicated to helping at-risk animals through adoption, medical care and educational programs, along with training and outreach initiatives.

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; and each recipe contains:

- Antioxidant nutrients like vitamin E and selenium to support a healthy immune system
- A healthy fiber blend including oatmeal for easy digestion
- Omega Fatty Acids, with a dash of EVOO (extra virgin olive oil) to support healthy skin and a shiny coat
- High quality proteins to support healthy organs and lean muscle mass
- Calcium for strong bones and healthy teeth

The launch also includes both crunchy and chewy treats named after Rachael's best friend, her dog Isaboo. *Isaboo Booscotti* crunchy treats come in two flavors - bacon and peanut butter; and *Isaboo Grill Bites* chewy treats come in beefy burger and bacony burger flavors.

"I love my dog Isaboo and as a member of my family I need to make sure that she eats as well as the rest of us," says Ray. "With the launch of Nutrish, I now have the opportunity to share with other pet lovers some of her favorite meals, flavors and special treats."

"We worked closely with Rachael on the recipes to ensure that the formulations included natural, high-quality ingredients," explains Doug Lang, EVP, sales and marketing, Ainsworth Pet Nutrition - manufacturer of *Rachael Ray Nutrish*. "Pet parents will receive the best of both worlds - a delicious recipe and a highly nutritious formula with meat as its first ingredient and no by products."

Rachael Ray Nutrish is available almost everywhere you shop for pet food. The Nutrish dog food line retails anywhere from \$8.99 - \$16.99, depending on the package size. Isaboo dog treats retail for \$3.99.

For more information, visit www.nutrishforpets.com.

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 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.

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