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Cranberry Fortified Dog Treats Now Available In A Convenient 2oz Size

Convenient new package size offers active dog owners opportunity to 'try before you buy.'

February 15, 2008 – New Richmond, WI – Fruit Essentials, Inc. announced today that they are introducing a new 2oz size of their Cranberry Fortified Dog Treats. The new size will compliment the current product offering of the larger, 10oz value canister.

“This convenient, 2oz ‘pocket size’ is perfect for on-the-go lifestyles,” says Bradley Lutz, Manager of Sales & Marketing. “We’re committed to developing convenient ways to allow pet owners a chance to enjoy the healthy benefits available from cranberry seed extracts in our products.”

The Cranberry Fortified Dog Treats are fortified with cranberry seed flour, an all-natural source of amino acids (a complete protein profile), antioxidants, vitamin E as well as omega-3 & 6 essential fatty acids. From these nutrients, animals may gain added immune, circulatory, muscle and digestive system support. Naturally occurring, highly bioavailable essential fatty acids and vitamin E provide skin health and give your pet a healthy, shiny coat.

The treats are available at various pet food stores and veterinarians, as well as through their online web store. Nationwide distribution is targeted.

About Fruit Essentials, Inc – Fruit Essentials works with cranberry seed extracts to deliver nutrient rich functional foods, supplements and pet products to an active, health conscious consumer. Since its inception in 2004, the company has expanded to sell its products at retailers nationwide, as well as over the Internet. More information (as well as where to buy locally) may be obtained online at www.fruitessentials.com or by calling (877) EAT-FRUIT.

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