

For Immediate Release

**Solid Gold Pet Expands Its Line of Grain-free and Gluten-free
Products for Dogs and Cats**

New line includes 10 grain- and gluten-free holistic dry food formulas

Visit us at Global Pet Expo, Booth #1107

GREENVILLE, SC (March 4, 2015)-- Responding to the growing consumer demand for grain- and gluten-free formulas, Solid Gold Pet, America's first holistic pet food, will launch 10 new holistic grain- and gluten-free dry food recipes. Expanding upon its already existing line of products in the grain- and gluten-free space, these new products will be featured during Global Pet Expo, held March 4-6, in Orlando, Florida.

"Grain-free products continue to be a major growth area in the natural pet food space as consumers follow human health trends," said Michelle Higdon, CEO, Solid Gold Pet. "The expanded line complements our existing grain-free portfolio and supports our uncompromising philosophy on the benefits of holistic pet nutrition."

During the show, Solid Gold Pet will introduce new grain-free and gluten-free holistic formulas across both dry and wet foods, including six formulas for dogs and four formulas for cats.

"Consumers are looking for more options in this category," continues Higdon. "The new line will feature more variety and choices for consumers who want to feed a grain- and gluten-free diet and will include novel protein choices like buffalo, venison and quail."

Consistent with Solid Gold Pet's entire line of holistic pet food formulas, the new products do not contain corn, wheat, soy, artificial flavors or artificial preservatives. Healthy, monounsaturated fats, such as olive oil, canola oil and salmon oil are added to support a pet's overall skin and coat health.

All of Solid Gold Pet's dry formulas are crafted with GoldSource Core Nutrition, a proprietary blend of 11 powerful nutrients, each delivering a specific health benefit and are packaged in a best-in-class, four-ply, foil barrier bag which provides protection and stability to Solid Gold's naturally preserved formulas.

The new holistic grain- and gluten-free products are expected to start hitting shelves in May at independent pet food retailers and specialty pet retailers where Solid Gold products are sold.

New grain- and gluten-free products introduced during Global Pet Expo are detailed below.

Solid Gold Pet's New Grain- and Gluten-free Holistic Dry Dog Foods:

Wild Heart With Quail, Chickpeas & Pumpkin

This formula features nutrient-rich ingredients like quail, an ideal source of lean protein, and vitamins B and C, and fiber-rich ingredients like chickpeas, pumpkin and sweet potatoes to support digestive health. Available in 4-lb, 12-lb and 24-lb bags.

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Sunday Sunrise With Lamb, Sweet Potato & Peas

Created for adult dogs of all life stages, Solid Gold's Sunday Sunrise formula features tasty lamb, which is high in iron and B vitamins, and fiber-rich sweet potato and peas to support digestive health. Available in 4-lb, 12-lb and 24-lb bags.

Native Sun With Buffalo, Sweet Potato & Chickpeas

Created for medium and large dogs, this formula pairs the unique, high density protein of grass-fed buffalo, with sweet potatoes, chickpeas and eggs, nature's perfect protein. Available in 4-lb and 24-lb bags.

Lil' Boss With Turkey & Hearty Vegetables

Designed for small breed dogs of all life stages, this formula features nutrient-packed small kibbles and just the right amount of mild protein found in fresh turkey and fiber-rich vegetables. Available in 4-lb and 12-lb bags.

Leaping Waters With Cold Water Salmon & Vegetables

Lean, cold water salmon, sourced directly from Norway's protected coastal seas, is high in protein and Omega-3 fatty acids, calcium and calcitonin, which supports skin and coat health. Available in 4-lb, 11-lb and 22-lb bags.

Buck Wild With Venison, Potato & Pumpkin

This satisfying formula is packed with nutrient-rich ingredients like venison, a high-density lean protein which is sourced from Australia, potatoes for an easy to digest energy source and fiber-rich pumpkin. Available in 4-lb and 24-lb bags.

Solid Gold Pet's New Grain- and Gluten-free Holistic Dry Cat Foods:

Nature's Harmony Antioxidant Blend With Chicken, Peas & Potato

Formulated for cats and kittens, this holistic recipe includes the mild protein found in chicken, fiber-rich peas and cranberries for added antioxidants. Available in 4-lb and 12-lb bags.

Winged Tiger With Quail & Pumpkin

Created for adult cats, this formula features quail, sourced from France, which is high in protein and minerals and low in fat. Fiber-rich pumpkin is added to support digestive health. Available in 4-lb and 11-lb bags.

Fit as a Fiddle With Fresh Caught Alaskan Pollock—Weight Control Recipe

This low-fat, low calorie recipe features fresh-caught Alaskan Pollock, sourced from the pristine waters of the Bering Sea. Pollock is a good source of Omega-3 fatty acids which supports the immune system, as well as skin and coat health. Available in 4-lb and 12-lb bags.

Moon Shadow With Rabbit, Potato & Chickpeas

Formulated for adult cats, this holistic recipe features high-density protein from rabbit, one of the least common food allergens for pets. Sourced from Europe, rabbit is also rich in copper, B vitamins and glutathione. Fiber-rich chickpeas are included to support digestive health. Available in 4-lb and 11-lb bags.

Solid Gold Pet's Existing Grain- and Gluten-free Dry Food Line

These new product innovations join Solid Gold's existing portfolio of grain- and gluten-free dry foods detailed below.

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Grain- and Gluten-Free Dry Dog Foods:

Barking at the Moon With Beef, Eggs & Peas

Formulated for high-energy dogs, this holistic formula is high in protein and healthy fats and low in carbohydrates. Fresh deboned beef, ocean fish meal and eggs are blended with nutritious, fiber-rich peas as well as fruits and vegetables. Available in 4-lb, 12-lb and 24-lb bags.

Sun Dancer Chicken & Tapioca Recipe With Quinoa

Created for medium and large dogs, this formula provides extra lean protein from deboned chicken, tapioca, a starch from the root of a cassava plant, chia seed, turmeric and quinoa, which are rich in Omega-3, and prebiotics and probiotics to support digestion. Available in 4-lb, 12-lb and 24-lb bags.

Grain- and Gluten-free Dry Cat Food:

Indigo Moon With Peas, Chicken & Eggs

Formulated for cats and kittens, this high-protein, high-fat formula emulates a cat's natural diet with a blend of highly digestible chicken meal, chicken meat and ocean white fish meal. Available in 4-lb and 12-lb bags.

About Solid Gold Pet, LLC

Founded in 1974 in San Diego, California by a devoted pet lover, Sissy McGill, Solid Gold Pet is America's first holistic pet food for dogs and cats. Free of chemical preservatives, Solid Gold pet food is created with the highest quality of natural ingredients and is available for pets of all sizes, life stages and diets.

In 2014, the company was honored with the Natural Choice Award for Best Natural Pet Food by WholeFoods Magazine. Each year, WholeFoods Magazine Natural Choice Awards recognizes companies who have demonstrated an outstanding commitment to excellence in the natural foods industry. Solid Gold was the only winner in the pet care category.

Solid Gold Pet and the Solid Gold Foundation are proud supporters of Warrior Canine Connection (WCC), a national non-profit organization that enlists recovering Warriors in a therapeutic mission of learning to train service dogs for their fellow Veterans. In this exclusive partnership, Solid Gold will provide dog food, treats and supplements to all of the service dogs at WCC's program sites nationwide.

Solid Gold Pet is headquartered in Greenville, South Carolina. For more information, visit www.solidgoldpet.com.

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