

For Immediate Release

***Solid Gold Pet: Sourcing New and Unique Ingredients
to Deliver Innovation in the Holistic Pet Food Category***

GREENVILLE, SC (March 4, 2015) -- Solid Gold Pet's premium, holistic pet food starts with sourcing some of the highest quality nutrient-rich ingredients available on the planet. Adhering to the strictest quality standards and specifications, Solid Gold works closely with a highly qualified network of expert suppliers and partners worldwide to curate premium ingredients for its complete line of holistic pet food formulas.

"We are drawing from the experience of our 40-year heritage to meet the ever-changing needs and diets of today's pet" said Michelle Higdon, CEO, Solid Gold Pet. "We will not just follow a trend. Just because an ingredient is unique, exotic, novel or on-trend, doesn't mean it's the kind of ingredient that will benefit a pet's health. You have to start with quality ingredients, and then craft them into a balanced formula that not only meets a pet's nutritional needs but also results in a formula they will love to eat."

Here are a few important factors about Solid Gold Pet's sourcing practices:

- **Reliable** – Consumers must be able to trust that the carefully selected ingredients in Solid Gold pet food formulas are the highest quality and will deliver a specific nutritional benefit.
- **Available** – Unique ingredients are not always widely available. Solid Gold works with its sources to ensure that the long-term supply is sustainable enough to meet demand.
- **Qualified** – Each partner in Solid Gold's sourcing network is a highly qualified, knowledgeable professional bringing years of expertise across each phase of ingredient growing, harvesting, sourcing and manufacturing.
- **Responsible** – Because the methods of how ingredients are sourced and how animals are raised and processed are paramount, Solid Gold has established a quality control program to ensure the safety and quality of its ingredients.
- **Purposeful** – Every holistic ingredient included in Solid Gold's formulas are designed to deliver a specific nutritional benefit and work together for the overall well-being of the pet.

In 2015, Solid Gold Pet will introduce a variety of exotic and novel proteins across new formulas in its grain- and gluten-free and heritage product lines.

These new healthy, exotic and novel proteins offer a number of nutritional benefits, including:

- High percentages of dense protein
- Leaner and easier to digest
- Lower in calories and fat
- Less prone to allergies and sensitivity
- Grass-fed or wild animal meat are generally free of antibiotics and hormones

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Detailed below are the novel ingredients that will be featured in Solid Gold's 2015 new products:

Alaskan Pollock

A member of the cod family, Alaskan Pollock is a high-quality, wild whitefish found in the cold pristine waters of Alaska's Bering Sea. Alaskan Pollock is sustainably fished and is sourced by a leading member of the Marine Stewardship Council. Because fish protein is very fragile, the Pollock is processed directly on the ship within two hours of being caught.

Benefits:

- Fresher source than many other types of fish
- Naturally low in fat, carbohydrates and cholesterol
- Excellent source of protein, minerals and Omega-3 fatty acids

Rabbit

A lean protein, rabbit, sourced from France, is one of the least common food allergens for pets.

Benefits:

- Natural source of Copper, vitamin B-12, Riboflavin and Glutathione
- Leaner alternative to beef, pork and chicken

Venison

Venison, commonly known as deer meat, can also include meat from other game animals, such as caribou, reindeer, and elk. Venison is sourced from Australia which is known for its exceptional open-range farming practices.

Benefits:

- Free-range and raised on a natural diet
- High red meat protein
- Very dense, lean and tender
- Low in sodium

Game Birds: Quail and Turkey

Game birds consist of quail, sourced from France, and turkey, sourced from the United States.

Benefits:

- Game birds are a natural source of vitamins and minerals: Zinc, Niacin, Tryptophan
- Quail is high in protein and low in fat
- Turkey has a low glycemic index and is easy to digest

Duck

Duck is sourced from France which is known for its exceptional harvesting practices

Benefits:

- High in protein and iron and low in saturated fat
- A very lean protein
- Natural source of amino acids, B vitamins and Selenium

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Lamb

Lamb is naturally-raised in New Zealand which is known for its exceptional harvesting practices.

Benefits:

- A high-density protein
- High in iron and B vitamins

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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