

Feelgood® Treat Company and the Canadian Federation of Humane Societies Team Up to Support Animal Welfare across Canada

Natural Pet Treat Company donates portion of sale proceeds to help support Canadian Animal Welfare

Delta, British Columbia- (November 12th, 2010) The Feelgood® Treat Company Ltd, today announced that they have joined together with the Canadian Federation of Humane Societies (CFHS) to support animal welfare across Canada, by donating a portion of the proceeds from sales of its new Crunchy Crumbles™ dry pet treats.

“We are delighted to team up with the CFHS in support of their ongoing efforts across Canada. The CFHS provides exceptional support to animal welfare organizations across the country and helps represent their issues on the national stage. They have shown tremendous dedication to the support of the various member organizations that care for thousands of animals each year and its mission is really an extension of Feelgood’s philosophy for animal health and well being,” said Mark Redman, President of Feelgood. “We are confident that our customers will bring their full support to this important initiative.”

Located in Ottawa, Ontario, The Canadian Federation of Humane Societies is the national voice of humane societies and SPCAs. They bring together those who work with, and care for animals to promote respect and humane treatment toward all animals. The CFHS strongly promotes the value of pets, and collaborates with our member humane societies and SPCAs to educate the public about responsible pet ownership, and to promote compassion toward animals.

About Feelgood® Treat Company

The Feelgood Treat Company handmakes a full line of dry and frozen treats for dogs, cats and horses, including Trail Blazin’ Bitz™, Ranch Bars™, Original Liver Brownies™, Li’l Bag O’ Courage™, Catwhip™ and Ultimate Little Cakes™. For more information about the Feelgood Treat Company, its products and the communities it serves, please visit: www.feelgoodtreatco.com.