

Feelgood Treat Company Announces National Distribution Agreement with Canadian Centurion

Natural pet treat company announces a national distribution agreement for its line of treats for horses across Canada

Delta, British Columbia - (Oct. 2010) The Feelgood® Treat Company Ltd today announced that it has reached an agreement with Freedom Pet Supplies to distribute its Apple Trail Blazin' Bitz®, treats for horses across Canada.

"We are delighted to have Canadian Centurion/Saddlery to distribute our Apple Trail Blazin'Bitz, Treats for Horses across Canada. Canadian Centurion/Saddlery is one of the largest and most respected distributors of equine and tack supplies in Canada and we believe that their customer service driven philosophy and superior logistics abilities are a perfect fit for Feelgood," said Mark Redman, President of Feelgood.

"Canadian Saddlery/ Centurion supplies many of the products Canadian horse enthusiasts use on a daily basis through its Canada wide dealer network. We are thrilled to have partnered up with the great folks at the Feelgood Treat Company. Their commitment to superior Equine Treats fits completely with our focus to bring the best products available to our customer base. This holds true in the dozens of other prominent brands that we support and distribute. We continue to strive to bring quality products at affordable prices with timely delivery to our dealers and their customers", notes Ron Ranney, President of Canadian Saddlery / Centurion.

About Feelgood® Treat Company

The Feelgood Treat Company makers of a full line of dry and frozen treats for Horses, Cats and Dogs. The Horse treat line includes: Trail Blazin' Bitz™, Cat and Dog treats included 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 community's it serves, please visit: www.feelgoodtreatco.com .

According to the Winter 2009 edition of the Canada First Newsletter, the Canadian equine industry is estimated at \$12.5 billion per year*.

*(Source: Roberts, C., Lavoie, K. (2010) Canada Equine Equipment Market Report, July 2010, US Department of Commerce, International Trade Administration, US Commercial Service, Published August 10th, 2010)