

## **Feelgood Treat Company Announces Distribution Agreement with Trueman Distribution Ltd**

*Natural Pet Treat Company announces a distribution agreement for its dry treats in Alberta, Saskatchewan, Manitoba, the Yukon and Northwest Territories*

Delta, British Columbia - (July, 2011) The Feelgood® Treat Company Ltd, makers of a full line of dry and frozen pet treats, including Feelgood Ranch Bars, Feelgood Trail Blazin' Bitz, Feelgood Original Liver Brownies and Feelgood's Ultimate Birthday Cakes today announced that it has reached a distribution agreement with Trueman Distribution Ltd to distribute its line of dry products throughout Alberta, Saskatchewan, Manitoba, the Yukon and Northwest Territories, effective August 1<sup>st</sup>, 2011.

"We are delighted to be able to work with Trueman Distribution to distribute our line of dry products throughout Alberta, Saskatchewan, Manitoba, the Yukon and Northwest Territories. Trueman is one of the largest and most respected distributors of pet supplies in Western and Northern Canada and we believe that their regional expertise, customer service driven philosophy and superior logistics are a perfect fit for Feelgood's products," said Mark Redman, President of Feelgood.

### About Trueman Distribution Ltd

Trueman Distribution Ltd. (TDL) has positioned itself as a leading distributor of premium pet foods and accessories in Western Canada. A privately owned company, Trueman's staff is dedicated to providing excellent customer service, delivery consistency, and high product fulfillment rates.

TDL is focused on pet food and supplies from the United States and Canada, and describes its products as "life products" for companion animals. Their mission is to provide the best possible service and delivery with the most efficient means of transportation.

For more information on Trueman Distribution, its products and services, and the communities it serves, please visit: <http://www.truemandist.com/>

### About Feelgood® Treat Company

The Feelgood Treat Company makers of a full line of dry and frozen treats for cats, dogs and horses, including Trail Blazin' Bitz™, Ranch Bars™, Crunchy Crumbles, Original Liver Brownies™, Li'l Bag O' Courage™, Catwhip™ and the Ultimate Little Cake™

For more information about the Feelgood Treat Company, its products and the communities it serves, please visit: [www.feelgoodtreatco.com](http://www.feelgoodtreatco.com) .