

Feelgood Treat Company Announces Distribution Agreement with Vitality In Pets Inc.

Natural Pet Treat Company announces a distribution agreement for its semi-moist treats in Western Canada

Delta, British Columbia - (July, 2011) The Feelgood® Treat Company Ltd, makers of a full line of dry and frozen pet treats, including Ranch Bars, Trail Blazin' Bitz, Crunchy Crumbles, Original Liver Brownies and The Ultimate Birthday Cake today announced that it has reached a distribution agreement with Vitality In Pets Inc. to distribute its line of semi-moist products across Western Canada, effective July 1st, 2011.

"We are delighted to be able to work with Vitality in Pets to distribute our line of semi-moist products across Western Canada. Vitality In Pets is a rapidly growing and well respected distributor of pet supplies in Western Canada and we believe that their customer service driven philosophy, excellent relationships and solid plans for continued growth and are a perfect fit for Feelgood's products," said Mark Redman, President of Feelgood.

About Vitality In Pets Inc.

A family owned business, Vitality In Pets Inc. has been distributing pet products independent retailers throughout Western Canada since 2005. They pride themselves on offering premium products at a fair price, along with sales support, excellent service and delivery in a timely fashion. Their focus is supplying independent retailers with quality pet food comprised of natural ingredients.

For more information on Vitality In Pets Inc, its products and services, and the communities it serves, please visit: <http://www.vitalityinpets.ca/>

About the 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 Ultimate Little Cake™

For more information about the Feelgood Treat Company, its products and the communities it serves, please visit: www.feelgoodtreatco.com .