

**SuperZoo 2006:
a fresh new focus
and a great new look!**

Press Releases



Presented by



UNITED PACIFIC PET

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United Pacific Pet Grows Product Portfolio, Serves Up Holistic Menu – Company Adds Distribution of Nutro® Dog and Cat Foods –

September 14, 2006 -- Fontana, CA -- United Pacific Pet announces the culmination of a year-long campaign to broaden its product portfolio to best support the continued success of independent pet retailers. Capping this effort is the company's addition of Nutro® to its line of premium dog and cat foods that includes Eukanuba® and IAMS®.

The announcement of United Pacific Pet's distribution of Nutro® products coincides with promotional rates available at WWPIA's SuperZoo 2006 (September 20-22). Orders placed at the show will ship beginning Monday September 25, allowing customers to immediately keep pace with – if not one step ahead of – their competition.

"We have spent the last year identifying new brands and products that will allow independent specialty stores to stay competitive as consumers increasingly seek natural and organic foods for companion pets," says Maureen Costello, president of United Pacific Pet. "Our new line-up of top-quality brands responds to our customers' desire to feature innovative products from leading companies. The independent pet retail channel will have the assurance that all of our products carry unique messages that are compelling to consumers."

In addition to United Pacific Pet's top-selling premium brands — Eukanuba®, IAMS®, and Nutro® — the company has added 8 new lines of dog and cat food to its portfolio. Most of these products mirror the latest trend toward higher quality natural and organic ingredients. The recent additions to United Pacific Pet's portfolio include distribution of Blue Buffalo Dog and Cat Foods, By Nature and By Nature Organics Dog and Cat Foods, Fromm Dog and Cat Food, Merrick®, ProPac®, Sportmix, Tiki Cat Canned Cat Food, Ziwi Peak, and IVet Veterinary Exclusive Dog and Cat Foods. The company has also added natural litters including Breeder's Select Cat Litter and a number of functional, natural and organic treats to appeal to the health-conscious pet enthusiast.

United Pacific Pet also specializes in high-quality equine products and serves as the exclusive distributor of Triple Crown Horse Feeds.

United Pacific Pet's new line-up includes various top-quality pet supply items such as 3M® Pet Care Products, Midwest Homes for Pets, Pro Collar and ADER Enterprises' ophthalmic products.

With its expanded portfolio of products, United Pacific Pet is currently growing its sales force and is actively recruiting. "Our focus is, and always has been, to provide our customers with the best service in the business," says Costello.

About United Pacific Pet

United Pacific Pet is committed to providing the independent pet retail channel with innovative, high-quality pet food and animal care products. Serving Southern California pet retailers since 1918, the company is one of the industry's largest independent distributors. Headquartered in Fontana, California, United Pacific Pet supplies customers throughout Southern California and Las Vegas.