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## PRESS RELEASE

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### myBFFpets.com Launches

*New website features my BFF Soft Chews for Dogs products, links to retailers*

**MENOMONIE, Wisc., May 29, 2012** – *my BFF* Soft Chews for Dogs now has an online presence at [www.myBFFpets.com](http://www.myBFFpets.com). The line of functional treats is part of a growing trend in pet supplements and a tasty way to give dogs the supplements they need. All of this – and more – is explained and showcased at [myBFFpets.com](http://myBFFpets.com).

"It is tough to find any products on the market that do not have a supporting website," said Bryan Kann, national account manager for the *my BFF* line. "myBFFpets.com is an easy-to-navigate and informative site for pet parents who want to learn more about the latest trend of pet supplements and where to buy the product."

myBFFpets.com offers background and product information on all six formulations of *my BFF* Soft Chews for Dogs – Breath, Calming, Digestion, Healthy Coat, Joint and Senior. The line was created to be highly-palatable, functional treats that can help maintain the overall health and vitality of dogs. To many pet parents, their pets are family and constant companions sharing their unconditional love. *my BFF* Soft Chews for Dogs are easy-to-give and easy-to-receive supplements that address common conditions in dogs.

"It was important to us to establish a web presence because the *my BFF* Soft Chews for Dogs line is so new and innovative – a true soft chew that tastes like a treat, but is actually a nutraceutical supplement to help dogs," Kann said. "myBFFpets.com is also our base to jump into social media, which we hope will increase consumer awareness and allow customers to find their nearest *my BFF* retailer."

Since the launch of *my BFF* Soft Chews for Dogs in January, the line is finding its way into fine retailers across the country. As the list of retailers grows, consumers can look to [myBFFpets.com](http://myBFFpets.com) for the store(s) nearest them that will have *my BFF* Soft Chews on their shelves.

Visit [myBFFpets.com](http://myBFFpets.com) and any additional comments or requests can be submitted via the online "Contact Us" page.

#### About *my BFF* Soft Chews

*my BFF* Soft Chews was introduced in 2012 with the *my BFF* Soft Chews for Dogs line developed for the "on-the-go" dog and its family. As functional treats, *my BFF* Soft Chews for Dogs includes six high-quality, highly-palatable formulations to help common problems that may arise in all dogs: bad breath, anxiety, upset stomach or digestive issues, less-than-ideal shine in a dog's coat, stiff joints or age affecting overall vitality. Targeted to also benefit pet parents, *my BFF* Soft Chews are considered functional treats, which mean pet parents are giving their dogs a nutritional supplement that tastes like a treat, which can also aid in feeding. All of the *my BFF* soft chew formulations are also safe to use on a daily basis to help maintain optimal health in your Best Friend Forever.

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**"You've grabbed your snack – now grab theirs!"**