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Contact: Ashley Freer, Balcom Agency
817-877-9933 | Ashley@BalcomAgency.com

TOMLYN® LAUNCHES NEW PET HEALTH PRODUCTS AND FRESH LOOK AT SUPERZOO 2011

Eleven new products, new packaging and new approach to marketing revealed at National Show for Pet Retailers™

LAS VEGAS, NV — September 13, 2011 — Tomlyn, creator of pet health and wellness products, today announced the launch of five new products for cats and dogs: Nutri-Cal® Soft Chews for puppies, Nutri-Cal Soft Chews for cats and kittens, Laxatone® Soft Chews for cats, Natural Pet Pharmaceuticals® Allergies™ for dogs, and Natural Pet Pharmaceuticals Allergies for cats. Today's announcement brings the company's new product launches to a total of 11 this year, including six offerings released earlier in the summer. All new products are on display at SuperZoo, an annual convention and expo for pet retailers and groomers in Las Vegas, at booth #2313.

Pet owners have relied on Nutri-Cal Gel for years, but Tomlyn's research led them to introduce a new product, Nutri-Cal Soft Chews for dogs, in July 2011. Nutri-Cal Soft Chews provide concentrated vitamins, minerals, energy and nutrition in a veterinary-formulated chew. Today's announcement makes the formulation available for puppies, cats and kittens. Laxatone Soft Chews, also announced today, are a highly palatable product for the prevention and elimination of hairballs, offering pet owners an alternative to Tomlyn's classic Laxatone Gel. Nutri-Cal and Laxatone are the company's top-selling products worldwide. Two additional products launched today, Natural Pet Pharmaceuticals Allergies for dogs and cats, provide homeopathic relief of allergies affecting the eyes, ears, nose, throat and skin.

Other new products recently launched by Tomlyn include: Joint & Hip Power™ Gel for cats, a veterinary-formulated joint supplement containing glucosamine and chondroitin, Omega Power Gel for cats, a formula that supports skin and coat health with omega 3 fatty acids, and Relax & Calm Gel for cats and for dogs, a supplement that calms pets during travel, separation and loud noises. Tomlyn also announced the availability of Pill-Masker, a shapeable, irresistible paste that wraps around pills of any size to allow for a smooth delivery of medicines, in July 2011.

Peter Trevino, business unit manager for Tomlyn, notes that effective solutions to improve the lives of pets have always been the company's priority. "By introducing new delivery methods such as gel supplements and soft chews, we are providing the consumer with more options to meet their pet's preferences," said Trevino. "Our products address owner's concerns—like reducing the effects of allergies or providing joint pain relief—but make it easy for the dog or cat to consume. The Tomlyn team couldn't be prouder to bring so many great products to market."

Founded more than 35 years ago, Tomlyn has expanded rapidly in the last year, launching more new products than in any previous years. The company is also introducing new, more user-friendly packaging—designed based on feedback from retailers and consumers—and refreshing its marketing focus with merchandising sets designed to position the retailer as a one-stop shop for nutritional supplements, first aid, hairball remedies and homeopathic remedies. For more information about these and a variety of scientifically formulated products for pets, visit Tomlyn.com.

About Tomlyn®

Tomlyn is a pet health and wellness company founded in 1976 that carries a complete line of the finest scientifically developed veterinarian-approved pet healthcare products. The company has a wide range of product categories including: nutrition, hairball remedy, dermatology, shampoo, and deodorizer/sanitizer. Known as the maker of Nutri-Cal®, a high-calorie nutritional supplement, and Laxatone®, for the elimination and prevention of hairballs, Tomlyn is a division of Vétoquinol USA and owned by Vétoquinol SA, the 10th largest veterinary pharmaceutical company in the world. For more information about products for dogs, cats and other companion animals, visit Tomlyn.com.

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