



Pet Group

For Immediate Release
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KENT PET GROUP CONNECTS WITH CONSUMERS AND RETAILERS ON NEW WEBSITE **Updated Site Communicates the Brand's Unique Scientific Approach to Pet Care**

Muscatine, IA – December 17, 2015 – Kent Pet Group is telling the story of its 85-year history of advancing pet care with a new website at www.kentpetgroup.com. Launched on December 4th, the site features a fresh new look and an introduction to the brand's unique approach that unlocks nature's solutions to fundamental pet care needs.

Says Kent Pet Group President Michael Eversmeyer: "Today's consumers want pet products that are grounded in science, without giving up their dedication to a more natural way of feeding and caring for their pets. This new website explains how our unique process and ingredient combinations lead to products that are better for people and pets."

The Kent Pet Group approach is embodied by their popular By Nature® Pet Foods and World's Best Cat Litter™ brands, which have redefined the natural pet care category with their innovative focus on advanced science and performance. On the new website, consumers and retailers can learn more about how By Nature® and World's Best Cat Litter™ products are raising expectations in pet care.

"For so many years, cat litter and pet food were treated as an afterthought, with subpar ingredients and very little understanding of what pet owners truly needed," says Eversmeyer. "Now consumers have options. We want to make sure they understand what makes us different."

With the updated website, the company expects to elevate brand awareness, build equity and drive consumer demand for its products. Says Eversmeyer, "We're proud of our legacy and our plans for future growth, and our website reflects that. By telling our story online, we'll see more and more consumers associate the Kent Pet Group brand name with innovation and bigger ideas in pet care."