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BRIGHTPET NUTRITION GROUP ACQUIRES SUPER PREMIUM PET TREAT MANUFACTURING COMPANY

Acquisition expands BrightPet's services and capabilities

LISBON, OHIO (March 29, 2018) – Ohio-based BrightPet Nutrition Group has acquired substantially all of the assets of Phoebe Products, LLC, ("Phoebe") which include the SO Bright brand. Phoebe, located in Kiel, Wisconsin, has been a family-owned manufacturer of premium and super-premium pet treats since 1990; providing both co-packed and private labeled treats for industry leading retailers and brands.

"The Thielmann family shares our passion for producing top-of-the-line pet products," said Matthew Golladay, president of BrightPet Nutrition Group. "We've been in the business of making dry pet food for forty years. After meeting the Thielmann family and their Phoebe team, we saw an instant synergy between our offerings, mission and target audiences."

"The decision to join the BrightPet Nutrition Group was an easy one," said Peter Theilmann, president of Phoebe Products, LLC. "Our team has been producing great tasting and healthy pet treats for more than 27 years and knows this move will allow us to continue making pets happy for decades to come."

Phoebe adds another manufacturing facility to BrightPet's portfolio, which includes Ohio Pet Foods in Lisbon, Ohio and Southern Tier Pet Nutrition in Sherburne, New York.

Similar to BrightPet's process of making high-quality pet food, Phoebe makes its treats in small batches and tests each one to ensure food safety. Phoebe is known for being one of the first companies to produce functional, high-meat content, all-natural, organic baked and freeze-dried treats.

"Freeze-dried treats are one of the highest growth categories in the pet treat market, continued Golladay. "Teaming up with Phoebe further illustrates BrightPet's commitment to the premium and super-premium pet category."

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BrightPet Nutrition Group

Headquartered in Lisbon, Ohio, BrightPet Nutrition Group manufactures and distributes pet food brands for U.S. and international markets in partnership with Ohio Pet Foods and Southern Tier Pet Nutrition. BrightPet Nutrition Group serves as the parent company of both manufacturers, Blackwood Pet Food and Adirondack Pet Food. Using only top-of-the-line ingredients in its recipes and relying on state-of-the-art American manufacturing operations, BrightPet Nutrition Group delivers quality in every recipe produced. For more information about BrightPet Nutrition Group, visit: brightpetnutrition.com.