

AMERICAN WOOD FIBERS

Four Generations of Experience

For Immediate Release:

Premier Pet Introduces New Package Design

Columbia, MD – August 25th, 2009

American Wood Fibers Inc, makers of the most complete line of pet bedding available, is proud to introduce a new look for our Premier Pet brand of pine, aspen and cedar beddings

Our new design for the Premier Pet line features eye catching graphics, clearly described features and benefits, and a compelling, “Good for the Pet, Good for the Planet™” message that will resonate with consumers looking for healthy, all natural products. We’ve also repositioned our red cedar to appeal to the market which buys the majority of this product - dog owners.

Same all natural beddings, same high turns and high margins, same value for the customer in a great new package!

We’re American Wood Fibers, a leader in the field of specialty forestry products, is committed to the development and marketing of animal care products that will enhance the quality of life for pets and livestock - and the enjoyment of owners. We strive to make a positive contribution to the environment through total waste utilization in our forestry products, use of recyclable materials for our packaging, and the development of environmentally friendly products.



For further information, visit www.awf.com, call 800-624-9663 or email Rich Whiting at rwhiting@awf.com

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