



Zuke's All-Natural Pet Treats Receives Support To Ensure Growth

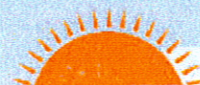
Durango, Colo. (April 19, 2010) – Zuke's, an industry leader in all-natural, performance driven pet treats, announced today that it has received an investment from Encore Consumer Capital, a consumer products focused private equity firm. This support and investment will allow Zuke's to focus on marketing efforts to grow the brand with leading pet specialty, natural products and outdoor products retailers.

"We are very excited about the partnership and the many opportunities this will offer our customers, our retailers and our constituents," says Patrick Meiering, founder of Zuke's. "Encore Consumer Capital's shared industry experience and expertise will help strengthen our branding and strategy as we get closer to achieving our sales, branding and marketing goals."

Encore Consumer Capital is a \$175 million private equity firm focused exclusively on consumer products. Encore has invested in numerous food and consumer products companies including Aidells Sausage Company, Ciao Bella Gelato Company, MyChelle Dermaceuticals, and The Isopure Company. Encore principals have experience working in and investing in the pet industry over the past 15 years. Encore co-founder and Managing Director Scott Sellers commented:

"Zuke's has built a terrific brand that is well respected for its high-quality natural treats, innovation and commitment to the pet specialty channel. We are excited to work with Patrick and the entire Zuke's team to help them accomplish their goals."

Patrick Meiering of Zuke's continued "This additional backing will help us to continue to manufacture the highest-quality pet treats with all-natural ingredients including high-quality proteins, whole grains, fresh fruits and veggies. It also helps us continue to support our company's core values to operate as sustainably as possible and to support our local communities. We look forward to reaching more consumers thanks to this partnership, in addition to enhancing our relationships with pet specialty, natural products and outdoor retailers.





About Zuke's™

Zuke's was founded in 1995 on the realization that pets need healthy, all-natural treats, just as much as people do. Named after the founder, Patrick Meiering's, loving chocolate lab, the company is dedicated to creating tasty, healthful treats and chews that meet the unique nutritional needs of dogs and cats to keep them performing at their best. Zuke's also supports a non-profit started by Meiering in memory of his companion. Each year, the company donates a portion of its profits to the Dog and Cat Cancer Fund in memory of Zuke. Visit them online at www.dccfund.org.

Since 2001 Zuke's has been headquartered in Durango, Colo. and was chosen as one of the Top 50 Colorado Companies to Watch in 2009. Visit www.zukes.com for more information.

About Encore Consumer Capital

Encore Consumer Capital ("Encore") based in San Francisco is a private equity firm focused on investing in food and consumer products manufacturing and marketing companies. Encore manages more than \$175 million in committed equity capital and is a partnership between experienced principal investors and veteran industry operators. Visit www.encoreconsumercapital.com for more information.

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