



NEWS RELEASE

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Bell Rock Growers Appoints Mark E. Teixeira as President *New management position at Bell Rock Growers to lead strategic development and operational plans*

SAN DIEGO, CA (September 8, 2011) – Bell Rock Growers, the pioneer grower and supplier of green nutrition products for pets, has named Mark E. Teixeira as president of the San Marcos-based pet treat company. In his new role, Teixeira will lead the strategic development and operational plans to guide Bell Rock's growth in the pet industry. He brings more than 15 years of pet industry experience with management positions at Nestlé Purina PetCare and FURminator.

Teixeira's accomplishments include leadership and development of a core executive team that established Nestlé Purina PetCare in a top position in the pet specialty channel. At FURminator, he managed new product launches, direct customer sales, marketing, finance and supply chain activities to amplify the company's competitive advantage in the industry.

"Mark has a work ethic that goes beyond simply building business, he is an inspirational leader committed to the growth of others and building community – the same qualities that have helped our company thrive," says Catherine Hoffmann, co-founder of Bell Rock Growers.

Since Hoffmann and co-founder Martin Walls launched the first nationally distributed live wheat grass and catnip products in 1996, they have built an enthusiastic following of health-conscious consumers who stock their pantries with live greens, treats and grooming products all centered around the power of green nutrition for pets.

Teixeira says the company's success is more than a trend. "Bell Rock Growers' growth represents a steady movement among pet owners who are increasingly choosing products based on wellness qualities, affordability and convenience" he says.

Teixeira and the Bell Rock Growers team invite retailers and distributors to get Powered with Green Nutrition® at the SuperZoo pet industry trade show Sept. 13-15, 2011, at the Mandalay Bay Convention Center in Las Vegas, Nevada (booth 1761).

:: About Bell Rock Growers

Based in San Marcos, Calif., Bell Rock Growers is a certified organic grower of live wheat grass and the pioneer supplier of green nutrition products for pets. The company's complete line of products Powered with Green Nutrition® include: certified organic Pet Greens® Live Pet Grass®; Pet Greens Dog Biscuits, Pet Greens Dog & Cat Treats, and Pet Greens Li'l Treats for small dogs and training – all made with nutrient-rich wheat grass; certified organic Pet Greens Garden self-grow wheat grass kits; earth-friendly, therapeutic Pet Greens Grooming Line made with wheat grass and oatmeal; and Pet Greens Live Catnip. For more information, visit www.bellrockgrowers.com.