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For Immediate Release

The Honest Kitchen Thinks Outside of the Coop

Holistic Pet Food Company Switches to Free-Range, Sustainably Farmed Chicken

San Diego, Calif. September 15th, 2009 – The Honest Kitchen, makers of all-natural, human-grade pet products, today announced that the company will transition all of its chicken-based dehydrated raw pet foods to 100 percent sustainably farmed, free range chicken this fall. The chicken will be sourced exclusively from Petaluma Poultry, a division of Coleman Natural Foods, and is USDA certified free-range, humanely raised, vegetarian fed without the use of animal fat or by-products and completely free from any antibiotics.

“Humane farming and respect for the origins of our food are very important to me on a personal level, and it’s been a long term ambition of our entire staff to be able to offer this level of quality to our consumers,” said Lucy Postins, founder and president of The Honest Kitchen. “We’re thrilled to work with Petaluma Poultry to provide The Honest Kitchen customers an improved product that is not only better for their four-legged friends, but that also helps promote sustainable farming practices, free-range farming and has a positive impact for our planet. To enable our consumers to embrace this upgrade during a time when everyone is trying to cut back, we are absorbing all the costs, meaning costs will not increase on the shelf.”

Petaluma Poultry’s “Rocky” chicken was the first United States Department of Agriculture antibiotic free, all vegetarian-fed chicken. The company’s free range birds are raised in roomy, naturally lit

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barns and have open access to outdoor pens. Petaluma Poultry's farms have achieved an ISO 14001 certification from the Environmental Resources Management Group of Companies.

“Petaluma Poultry has always been committed to sustainable practices, so working with The Honest Kitchen is a natural fit for us,” said Brian Starr, director of sales and marketing for Petaluma Poultry. “Eco-friendly practices, nutritional consciousness and compassion for animals are fundamental issues shared by both companies, and we're thrilled to share our all natural chicken with The Honest Kitchens' customers and their pets.”

The Honest Kitchen pet food is available at more than 1,700 resellers in the U.S. and Canada as well as online at www.TheHonestKitchen.com . For more information about Petaluma Poultry and retail locations, please visit www.PetalumaPoultry.com .

About Petaluma Poultry

As a pioneer and leader in the purely natural and organic foods industries, Petaluma Poultry is dedicated to farming practices that renew natural and human resources. The company aims to produce the finest poultry products while reducing waste, preserving the environment, supporting its employees' comfort and efficiency, and contributing to the local community. For more information, please visit www.PetalumaPoultry.com .

About The Honest Kitchen

The Honest Kitchen is a line of holistic dehydrated, raw, human-grade pet food. Founded by Lucy and Charlie Postins in 2002, The Honest Kitchen provides all-natural pet products that promote nutritional awareness, environmental responsibility, and a sustainable community. All of their products are packaged in artistic, eco-friendly and bio-degradable boxes. For more information, please visit www.TheHonestKitchen.com .

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