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**FOR IMMEDIATE RELEASE –**

**CRANIMALS™ UNVEILS TWO INNOVATIVE NEW SUPPLEMENTS SPECIALLY TARGETTED TOWARDS  
DETOXIFICATION AND PERFORMANCE ATHLETIC CANINES**

*Cranimals VIBE and Cranimals SPORT to provide pets with attentive, focused care to specific concerns*

**VANCOUVER – October 21, 2010** – Cranimals™, a certified organic line of pet supplements and treats, has just launched its newest supplements, VIBE and SPORT, just in time for the holiday season. Formulated to address health issues in two different groups of adult dogs, Cranimals™ VIBE and the liquid Cranimals™ SPORT were also designed to work in tandem, using the concept of nutrient synergy to increase the efficacy of the nutrients when combined in food.

Cranimals™ VIBE is a wholefood powder supplement made from organic spirulina, a green superfood, cranberry extract and vegan DHA Omega 3, that delivers a superior nutrient mix (including B-complex vitamins, minerals, proteins and super antioxidants). Key nutrients in Vibe support optimal kidney and liver function in adult and aging dogs ensuring proper detoxification, while the addition of algal DHA Omega 3 supports eye, skin and brain health. Cranimals™ VIBE provides highly active working/sporting dogs with premium antioxidant protection to limit free radical cell damage and muscle exhaustion during strenuous activity.

Cranimals™ SPORT works in tandem with VIBE by providing athletic canines with astaxanthin, an antioxidant carotenoid that binds directly with muscle tissue to help increase strength and endurance. Astaxanthin has been credited for the extreme endurance of salmon swimming upstream, and has been successfully implemented in sled dogs as a treatment for strenuous racing. For the first time, North American dog owners can benefit from the multiple benefits of astaxanthin (including cognitive, neurological, cardiovascular, joint mobility) through supplementation with liquid Cranimals™, a food grade proprietary oil blend developed by Cranimals™.

Cranimals™ has been emerging as the world's #1 producer of organic pet supplements and treats, having most recently been commended for its innovative Zendog Calming Biscuits with an Editor's Choice award from Pet Product News International. Cranimals™ hopes to continue an extremely successful year

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with the arrival of VIBE and SPORT and looks forward to commercial response following their launch this November.

Cranimals™ VIBE and SPORT will make their way to store shelves starting November 20, and more information can be found online at [www.facebook.com/cranimals](http://www.facebook.com/cranimals), [www.cranimal.com](http://www.cranimal.com) or email [info@cranimal.com](mailto:info@cranimal.com) for more information on Cranimals™ VIBE, SPORT and their line of organic supplements and treats. To order online visit [www.buydirect.cranimal.com](http://www.buydirect.cranimal.com)

### **About The Animals Behind Cranimals**

CRANIMALS™ develops berry-based animal supplements and treats targeted at improving animal development and overall health and well being. All CRANIMALS™ products begin with high quality human-grade raw food ingredients sourced directly from the farm. CRANIMALS™ is a subsidiary of I&W Research Inc., Canada's premier producer and supplier of certified organic and conventional berry ingredients for the natural cosmetic, animal health and food functional industries.

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