



## PRESS RELEASE

US Expansion – May 27-08

### NUHEMP'S JOURNEY CONTINUES INTO THE UNITED STATES

#### *KicX Nutrition Establishes a High Profile Distribution Network for Innovative Health & Wellness Products for Pets*

**Guelph, Ontario (May 27, 2008)** – Hemp foods are one of the hottest human health trends in the U.S., and now, an innovative company is providing nutritious hemp for the animal companions of American families. **KicX Nutrition Inc.** is thrilled to announce that its popular **NuHemp™** family of health and wellness products will now be widely available throughout the U.S. - thanks to surging consumer interest and the establishment of a comprehensive distribution network stretching from coast-to-coast.

KicX Nutrition Inc. is an established Canadian company that develops and markets natural, good-for-you health and wellness products for both humans and animals. The NuHemp family of premium, holistic pet products will hit store shelves throughout the U.S. in June as a result of KicX Nutrition Inc. aligning NuHemp with the pet industry's most credible, respected and sought-after network of natural and holistic distributors (*see list below*).

Long before healthy eating and proper, proactive nutrition became fashionable; KicX Nutrition Inc. recognized that the majority of commercial pet foods and treats were not adequately meeting the nutritional needs of pets. To satisfy this industry void, the company created NuHemp - an innovative, diverse and functional line of all-natural, human-grade holistic products providing a healthy alternative to the mass produced offerings that currently exist in abundance in the marketplace.

The common foundation for the company's NuHemp family of premium, 'next generation' pet treats, daily dietary supplements, health, grooming and comfort products, is the use of the hemp plant. "It is hard to believe that nature's most nutritionally balanced and renewable plant source almost faced extinction" says Doug Daymond, President of KicX Nutrition Inc. "Reviving the almost forgotten hemp plant and utilizing the whole plant from the seed to the fibre, is the inspiration for all of our NuHemp products. Our commitment to the legacy and future of hemp is resulting in innovative, nutritionally superior products and enhanced well-being for all that experience this nutritional powerhouse," adds Daymond.

Each NuHemp product is custom formulated with holistic ingredients that are purchased on an "as-needed" basis from North American suppliers and are all hand produced in small batches. The special care and attention the company puts into their production and quality control ensures the ultimate vitality and freshness of each product and minimizes the nutrient loss that occurs during the time between production and end use/consumption.

"Having used Mother Nature as our teacher, we are confident that we have developed a family of premium pet products of unsurpassed quality," says Daymond. "We are excited to work with both our new distribution and retail partners to extend the many wonderful benefits of our products to companion animals in the US," adds Daymond.

The NuHemp family of products consists of **Holistic Dog Treats** (*2-Chomp Munchies & 2-Chomp Munchies PLUS*), **Daily Dietary Supplements** (*Omega Sauce & Omega Sauce PLUS*), **Health and Grooming Products** (*Omega Sudz, Omega Eazz, Omega Gleam,*

[ MORE ]

FOR IMMEDIATE RELEASE  
Contact: Katie LeBel, 207-563-7695  
[katie@planetfriendlypr.com](mailto:katie@planetfriendlypr.com)

*Omega Shine, Omega Therapy and Omega Zapp*), **Topical Therapy Products** (*PAWZitive Therapy & MSM Soothing Topical Gel*) and **Comfort Products** (*BIO-Nesting - Small Animal Bedding & The Hemp Hideout*).

***Hemp is an Eco-friendly Resource that Represents Sustainable Agriculture at its Finest***

In addition to its amazing nutritional and therapeutic benefits, the hemp plant is a completely renewable resource and every single part of the plant can be made into an end-consumer product. It requires no pesticides, can be rotated with traditional crops as its roots penetrate deeper into the ground and the yield per acre is among the highest of all crops. In this age of increasing desire for eco-friendly products, hemp ingredients represent the most viable choice for continued environmental sustainability.

***New Website Launched***

To coincide with their expansion into the U.S. marketplace, KicX Nutrition Inc. has created a dedicated website for the NuHemp brand - [www.nuhemp.com](http://www.nuhemp.com). Developed with the consumer in mind, the new site provides a wealth of information about NuHemp products, the benefits & history of hemp, and background information on the KicX Nutrition team.

"The expansion of our website was driven by our desire to educate the pet industry about the nutritional and therapeutic benefits of hemp," says Daymond. "We incorporated an interactive component where we can solicit consumer feedback, advise them where they can purchase our products, share their NuHemp stories/testimonials, address their questions through FAQ's, offer coupons and promote new products in development," adds Daymond.

KicX Nutrition Inc. is a vibrant product development company that has injected new energy into both the retail and commercial sectors by introducing natural, environmentally-responsible product solutions that perform. KicX is both a provider and marketer of lifestyle, value-added pet and human products. To learn more about KicX Nutrition Inc. and its exciting new line of NuHemp products, call (519) 836-8443 / toll free (866) 486-0686 or visit the company's new website - [www.nuhemp.com](http://www.nuhemp.com).

***NuHemp US Distributors***

**Animal Supply Company (AK, Central CA, ID, MT, NV, OR, UT and WA) - [www.animalsupply.com](http://www.animalsupply.com)**

**General Pet Supply Inc. (IL, IA, KS, NE, ND, MN, MO, OK, SD and WI) - [www.generalpet.com](http://www.generalpet.com)**

**Nor-Sky Pet Supply LLC (CO, KS, OK and WY) - [www.nor-skypet.com](http://www.nor-skypet.com)**

**Zeus and Company Pet Supply Distributors, Inc. (Southern CA, IL, IN, MN and WI) - [www.zeusandco.com](http://www.zeusandco.com)**

**Wolverton Inc. (IN, KY, MI, OH, PA and WV) - [www.wolverton-pet.com](http://www.wolverton-pet.com)**

**Caporale Pet Supplies (DE, CT, NJ, NY and PA) - [www.caporalepet.com](http://www.caporalepet.com)**

**Super-Dog Pet Food Company (CT, DE, ME, MA, MD, NH, NJ, RI, VT and VA) - [www.superdogpetfood.com](http://www.superdogpetfood.com)**