

FOR IMMEDIATE RELEASE

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WAGGIN' TRAIN SPONSORS CHAMPIONSHIP BULL RIDING

Anderson, SC (March 23, 2009) – Waggin' Train has joined Championship Bull Riding (CBR), a nationwide professional bull riding tour, as a title sponsor for all 2009 events. Waggin' Train, which manufactures a complete line of all-natural dog treats, will be distributing free product samples to attendees at each event. "Waggin' Train is excited to be a part of CBR and America's most exciting sport," stated Michelle Higdon, COO of Waggin' Train.

The company also sponsors bull rider Cooper Kanngiesser, who stayed atop the CBR leader board for much of 2008. Kanngiesser has continued his hot streak in 2009 – recently delivering the winning rides at CBR's event in El Paso, TX and claiming the tour's King of the Month title for the month of February.

All products in the Waggin' Train line (which spans jerky treats, dental bones, wellness products and more) are 100% meat or have meat as the #1 ingredient. Waggin' Train never adds artificial colors, artificial flavorings or preservatives to any of its products. Jerry Peters, President and CEO of Waggin' Train says, "Waggin' Train prides itself on quality and it's only natural that we would partner with the CBR, which represents the same ideals in the sport of bull riding."

CBR events air on Great American Country (GAC) each Tuesday at 9 pm beginning March 2009 and will also be covered on RFD-TV every Sunday at 7:30 pm.

About Waggin' Train

Waggin' Train manufactures a complete line of all-natural dog treats – including jerky chews, dental bones, wellness products and more. All products are 100% meat or have meat as the #1 ingredient and contain no artificial colors, artificial flavorings or preservatives. For more information on Waggin' Train, please visit www.waggintrainbrand.com or call 866-283-2923.