



a powerful burst of whole food antioxidants!

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CRANIMALS™ PET SUPPLEMENTS NOW ALSO A CERTIFIED ORGANIC COMPANY IN THE UNITED KINGDOM

VANCOUVER – July 11, 2011 – Cranimals™, a line of certified organic pet supplements and award winning functional biscuit, has set up a distribution hub in the United Kingdom to better serve customers within the European Union. This new distribution hub seeks to reduce bulk-shipping costs around the European Union and will significantly shorten delivery times and allow for flexible minimum order quantities.

In order to obtain authorization for the distribution of their line of organic pet supplements, Cranimals™ has had to undergo a rigorous certification and audit by the UK's oldest organic certifying agency, Organic Farmers and Growers (OF&G). Cranimals™ received their organic certification and DEFRA import authorization enabling them to export EU wide from their UK distribution hub in April 2011. These certifications enable Cranimals™ to operate with credibility within the UK and all other parts of the European Union. More information on the Cranimals™ product line can be found at www.cranimals.eu or www.cranimal.com.

Cranimals is to our knowledge, the only company in the world that now holds organic certification for its line of pet products, to not only USDA and COS (American and Canadian) food grade organic standards through certifier Ecocert Canada, but also EU food grade organic standards through UK certifier OF&G. This is a testament to the companies' commitment to quality.

About The Animals Behind Cranimals™

Cranimals™ develops the world's leading berry-based cat and dog supplements and functional biscuits targeted at optimal development and overall health using the concept of nutritional medicine. All Cranimals™ products begin with high quality human-grade raw food ingredients sourced directly from the farm, ensuring quality and traceability. 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, and voted one of Canada's 50 fastest growing emerging growth companies in 2010.

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