



NEWS RELEASE

Fetch ... For Pets!™ Introduces Burt's Bees™ National Pet Care Line of Products

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NEW YORK, NY, March 26, 2013 - Fetch...for pets!™ announces a new line of natural pet care products in a licensing partnership with Burt's Bees Licensing, LLC. Burt's Bees™ Natural Pet Care will be available at pet specialty stores, including Petco and PetSmart, beginning April 2013 with a range of natural grooming and oral care products specially formulated for dogs.

"We're really excited to be working with the leading brand in natural health and beauty care to develop a line of products that's extends the ethos of Burt's Bees from people to their pets," said Steven Shweky, Top Dog at Fetch ... for pets!.

Burt's Bees has been a pioneer in developing earth-friendly, natural health and beauty care products for nearly thirty years. Inspired by Burt's Bees' co-founder, Burt and his love for his own dogs, this product line now brings nature's solutions to our beloved pets. Burt's Bees™ Natural Pet Care will uphold the rigorous natural standards of Burt's Bees® products, including its commitment to a minimum of 95% natural ingredients. Burt's Bees™ Natural Pet Care Products are pH balanced for pets and contain no parabens, phthalates, petrochemicals, synthetic fragrances or sulfates.

"Our pets are part of our families and with this extension of the Burt's Bees brand, our consumers can give their pets the same natural care they've come to trust from Burt's Bees," said Craig Stevenson, VP and General Manager, Burt's Bees, Inc.

All packaging is made from Post-Consumer Recycled (PCR) materials and the bottles are also designed to be

recyclable, allowing for minimal impact on the environment. Furthermore, the line is cruelty-free.

To learn more about Burt's Bees™ Natural Pet Care, visit www.burtsbeespets.com.

About Burt's Bees Licensing, LLC

Burt's Bees Licensing LLC is a wholly-owned subsidiary of Burt's Bees Inc., which has been offering distinctive earth-friendly, natural personal care products for over 25 years. From a beekeeper's backyard in Maine to the leading edge of natural, Burt's Bees Inc. knows natural body care solutions from head-to-toe, creating products for total skin health that keep The Greater Good™ top of mind. Burt's Bees Inc. products are available in the United States and over 30 markets worldwide as well as on its website www.burtsbees.com. For information on Burt's Bees Licensing, please contact Rory Wehrli at rory.wehrli@clorox.com.

About Fetch...for pets!

Fetch...for pets! is a manufacturer of innovative pet products with an emphasis on licensed brands. Product lines includes: grooming and oral care, stain and odor control, waste management, treats and chews, apparel, accessories, toys, bowls and feeders, collars and leashes, beds, aquatics, small animal & reptile supplies. Fetch...for pets! is built on the spirit of innovation & creativity and will continue to innovate with new product lines & brands as well as push the envelope on market reach. Find out more at www.Fetch4pets.com!

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