



FOR IMMEDIATE RELEASE

### ***ALL-NATURAL DOG TREAT ALTERNATIVE COMING TO LAS VEGAS***

**Atlanta, Georgia (September 18, 2004)**—Belle Stars, LLC today announced they will be showcasing their all-natural dog treats at the SuperZoo expo being held in Las Vegas, September 22-23, 2004.

“Belle Stars offers a unique alternative to mass-produced dog treats,” says Kerry Sears, founder of Atlanta-based Belle Stars. “Our products are not only all-natural and oven baked, but they’re highly supplemented with the nutrients often missing from an all-natural diet.”

Belle Stars was founded after Sears’ own dog, Belle, experienced serious health problems resulting from a diet that included traditional dog treats containing fat and chemicals. As a Stanford trained biologist, Sears began researching and supplementing all of Belle’s food and treats for optimum health and taste – a practice she still employs today. Belle’s health improved dramatically.

“Small dogs suffer from common pet ailments such as food allergies, skin and coat problems, digestive tract problems and weight issues,” says Sears. “Providing your dog with a healthy diet can be quite beneficial to their overall health.”

Developed specifically for small dogs, Belle Stars come in a variety of unique flavors including Sweet Potato and Pumpkin Seed, Peanut Butter Banana and Venison Apple. An alternative product, Grande Stars, is also available for larger breeds.

SuperZoo is being held at the Las Vegas Convention Center, South Hall in Las Vegas, Nevada from September 22-23. Belle Stars will be on the floor, in Booth #7108, showcasing their full range of all-natural products.

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