



**TARGETED  
PETCARE**

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**FOR IMMEDIATE RELEASE**

## **Pestell Group Unveils Targeted PetCare as New Name for Pet Portfolio Company**

*New name & company identity reflects the evolution and growth of Pestell's pet products business into a diversified pet products platform*

**New Hamburg, Ontario, August 8, 2019** – Pestell Group (“Pestell”) is pleased to announce today the naming of the Pet Portfolio Company as Targeted PetCare (“TPC” or the “Company”) for its pet products business unit. Targeted PetCare will serve as the overarching company name for our collection of high growth operating companies which includes Pestell Pet Products (“PET”), BPV Environmental (“BPV”), Targeted Pet Treats (“TPT”) and VersaPet.

Since June 2018, TPC has completed the acquisitions of BPV, TPT, and VersaPet. BPV is a leading manufacturer of alternative, paper-based animal litter, small animal bedding, and lawn and garden products. TPT is a leading co-manufacturer of dental treats and long-lasting chews for pets. VersaPet is a manufacturer of private label and branded cat litter products. In addition, the PET business is a full-line manufacturer of cat litter and small animal bedding products.

Matt Miller, TPC CEO, commented, “Over the past year, the evolution of Pestell’s pet business has been substantial. Targeted PetCare better reflects our new identity as a diversified pet products business after our successful acquisitions. We are thrilled to launch the Targeted PetCare brand which provides a common way to unify all of the individual companies we have built across our pet products portfolio.”

### **About Pestell Group**

Pestell is comprised of two distinct business units, which includes Pestell Minerals and Ingredients (“PMI”) and Targeted PetCare (“TPC”). PMI is a leading distributor of animal feed minerals and ingredients for a wide variety of livestock. TPC is a full-line manufacturer of animal litter and bedding products and a co-manufacturer of dental pet treats. Pestell is headquartered in Ontario, Canada, with two business units that share warehousing and manufacturing space. Pestell also maintains 15 third party warehouses across North America for its animal feed products business. Additional information about Pestell and Targeted PetCare’s operating companies can be found at [www.pestell.com](http://www.pestell.com), [www.bpvenvironmental.com](http://www.bpvenvironmental.com), [www.targetedpettreats.com](http://www.targetedpettreats.com), and [www.versapet.com](http://www.versapet.com).

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