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**FOR IMMEDIATE RELEASE**

**CONTACT: Kathleen Lienhard  
Human Resources  
Happy Howie's, Inc.  
(313) 537-7200**

### **Happy Howie's Launches New Soft Meat Roll Formula**

DETROIT – Happy Howie's is pleased to announce the launch of a new Soft Meat Roll formula!

The new formula brings a number of improvements over our original product:

- Longer shelf life: 14 months vs the original 9 months
- Consumer-friendly sizes: 7oz and 12oz rolls
- The same great taste!
- The same popular flavors! (Beef, Lamb and Turkey)
- The same non-crumbling texture!
- Still limited, all-natural ingredients!
- A colorful, compact display/merchandiser:
  - o Shows a picture of how to portion the product
  - o Tells how many treats each roll yields
  - o Reorder indicators on each product slot



Look for them now at your favorite distributor!  
Try our new and improved soft meat rolls today [www.happyhowies.com](http://www.happyhowies.com).

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