



Chicken Soup for the Soul appoints former President of Mars Petcare, Luc Mongeau, to be Vice Chairman of its fast growing pet business

COS COB, CT, December 20, 2013 -Chicken Soup for the Soul has appointed Luc Mongeau to the position of vice chairman of its fast-growing pet business. According to Chris Mitchell, chief executive officer of Chicken Soup for the Soul's pet business, "Now is the perfect time to bring Luc on board as we continue to build our team, accelerate our growth and work to provide exceptional support to our valued customers. Luc's extensive branding and product development expertise is a perfect fit for the growth opportunity that we have in front of us in the independent pet specialty channel."

"We are proud to continue providing premium quality food that contains chicken, turkey, duck, salmon and fresh fruits and vegetables in every bag at a great value," added Mitchell. "With the addition of Luc and our expanding sales team we are poised for growth with new and exciting dog and cat products in the pipeline."

Luc Mongeau was responsible for the strategic and operational leadership of Mars Petcare's multi-billion-dollar North American organization, setting the global strategic and marketing direction for some of Mars' leading dog food brands as well as building the team that brought those strategies to life. "I'm excited about the opportunity to work with a pet business that combines the power of the Chicken Soup for the Soul brand with the world class manufacturing capabilities of Diamond Pet Food and the best distributors in the industry servicing the thousands of stores in the independent pet specialty channel," said Mongeau. "Chicken Soup for the Soul is a trusted, iconic brand that has assets unlike any other pet company in the marketplace today, including its best-selling pet books and upcoming feature film and daily talk show."

On July 1, 2013, Chicken Soup for the Soul took over the strategy, sales, marketing, product development and customer service roles for the first time in its pet brand's ten-year history, to better integrate its pet business with the parent company and the full Chicken Soup for the Soul family of products.

ABOUT CHICKEN SOUP FOR THE SOUL

Chicken Soup for the Soul publishes the famous Chicken Soup for the Soul book series. In 2007, *USA Today* named *Chicken Soup for the Soul* one of the five most memorable books in the last quarter-century. With over 100 million books sold to date in the U.S. and Canada alone, more than 250 titles, and translations into more than 40 languages, "chicken soup for the soul" is one of the world's best-known phrases. Today, 20 years after it first began sharing happiness, inspiration and wellness through its books, Chicken Soup for the Soul continues to delight its readers with new titles, but has also evolved beyond the bookstore. Its high quality products include wholesome and balanced pet food that recognizes the unique relationship between pets and people, a new line of delicious, nutritious comfort food inspired by the connection between food and feelings, as well as movies, television programming, music and a host of digital products. Chicken Soup for the Soul is "always there for your""." For more information visit www.chickensoup.com.



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