



FOR IMMEDIATE RELEASE
December 17, 2014

Contact: Rusty Shelton (512) 206-0229

Chicken Soup for the Soul Pet Food Adds Two More High-Powered Executives to Management Team

COS COB, Conn. - Chicken Soup for the Soul Pet Food, a leading provider of super premium pet food to the independent pet specialty channel, today announced that it had added two more experienced executives to its management ranks.

Chris Mitchell, CEO of Chicken Soup for the Soul Pet Food, announced the appointment of Daniel Morris to the new position of Vice President of Operations and Jade Dominique to the new position of Vice President of Sales. They join Mitchell and Luc Mongeau, the non-executive Vice Chairman of the company, in the management of Chicken Soup for the Soul's growing pet food business.

Morris brings over 25 years of experience in pet food operation and sales to the company, including a focus on quality control and product development. He spent over 12 years with Nutro, Greenies and Mars in similar positions.

Dominique brings substantial sales leadership and expertise to the company, including almost 10 years with Nutro in ever-escalating sales roles building out Nutro's sales capability, customer marketing and sales strategy.

Mitchell said, "Daniel and Jade will help spearhead our company's significant expansion plans in the independent pet specialty channel. Daniel will initially focus on ensuring that we achieve category-leading servicing levels for our customers and that our quality control systems are world class. He will also oversee our supplier relationships in connection with our new product development initiatives."

"Jade will help us develop a comprehensive national sales strategy and lead the continued growth of our sales force," Mitchell continued. "He will be recruiting other top-notch sales executives to join our team in the near future. Together, Daniel and Jade represent a dramatic increase in the commitment by our company to the growth of our pet food business. "

About Chicken Soup for the Soul Pet Food

Chicken Soup for the Soul understands the unique relationship between people and pets. We have been offering wholesome and balanced super premium pet food to health-conscious consumers for over a decade. Holistic in nature, our dry and wet pet food products, are made from only the finest ingredients: real meats (chicken, turkey, duck and salmon), fruits, vegetables and herbs. With no added wheat, soy, artificial coloring, flavoring or preservatives, Chicken Soup for the Soul pet food promotes overall health and well-being for both dogs and cats. Chicken Soup for the Soul products are proudly made in the USA and are available in independent pet specialty stores nationwide and through online merchants.





About Chicken Soup for the Soul

Chicken Soup for the Soul, the world's favorite and most recognized storyteller, publishes the famous Chicken Soup for the Soul book series. 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 and is regularly referenced in pop culture. Today, 21 years after it first began sharing happiness, inspiration and wellness through its books, this socially-conscious company continues to publish new titles, but has also evolved beyond the bookstore with super premium pet food, a line of high-quality food to bring people together for healthy meals, and a variety of licensed products and digital offerings, all inspired by stories. Chicken Soup for the Soul has recently expanded into visual storytelling through movies, television and a YouTube channel. Chicken Soup for the Soul is "changing the world one story at a time[®]."

For more information or to request an interview, please visit www.chickensoup.com or contact Rusty Shelton (512) 206-0229.

