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API® introduces Superior Nutrition line of fish food, Good for the Fish, Good for the Planet

Chalfont, PA, August 2011 -- Mars Fishcare, North America is excited to announce API® has launched an innovative and unique fish food line. Superior Nutrition by API® is Good for the Fish, Good for the Planet. With premium ingredients for healthy, colorful fish and enhanced water quality, API brings once again, innovation to the fish food category with a fish-meal free formula. Many fish foods contain fish-meal today. Fish-meal use in fish food contributes to the depletion of fish from the ocean. API only uses protein from sustainable sources, including polychaete worms, mussels and pea protein. Fish-meal free is good for the fish and good for the planet.

“This really is an exciting time for fish keepers, for the industry in general and the API brand. Through this innovation and by doing the right thing, we take one more step towards the commitment we made to our planet and its people. By delivering high quality nutrition to the fish our new range contributes to reducing fish waste, supporting optimal fish health and optimizing water quality. These essential benefits combined with their sustainable nature make our products good for the fish in the aquarium as well as for the fish in our oceans.” said Benjamin Lachaud, Global Brand Manager, Mars Fishcare North America.

About Mars Fishcare, North America, Inc.

Mars Fishcare, North America Inc. a member of the Mars group of companies, has been a leader in the pet industry for more than 40 years, manufacturing hundreds of quality products for aquariums and ponds under the brand names of API®, RENA®, PondCare® and Aquarian®. Information regarding all Mars Fishcare brands can be found at www.marsfishcare.com.

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