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FOR IMMEDIATE RELEASE

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API® launches the Evolution in Filtration with new API® nexx™ FILTER!

Chalfont, PA, July 2011 -- Mars Fishcare, North America is excited to announce the launch of their new filter the API® nexx™ FILTER and EXTENSION. The nexx FILTER is one of the most intuitive external filters to be released in the market. This new patented innovation is the ultimate in convenience, no mess, quick media changes in four minutes or less and filtration options that offer customers the flexibility in filtration that they need and want. The modular capability of the filter makes it unique while optimizing shelf space. The nexx FILTER has a complete range of media providing superior filtration and flexibility. The nexx FILTER is an Evolution in Filtration.

“With consumers’ needs in mind, this new filter design will contribute greatly to increasing the overall fish keeping experience. Nexx™’s truly innovative design brings ease of use, flexibility and filtration efficacy which will bring peace of mind to our consumers enabling them to spend less time with their filter and more time with their fish,” 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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