Butcher's Selects(R) Premium Food for Dogs Now Available Exclusively at Dollar General

Premium Dog Food Combines High Quality Ingredients With a Taste Dogs Crave

GOODLETTSVILLE, Tenn., Jan. 26, 2012 (GLOBE NEWSWIRE) -- Dollar General is expanding its pet food assortment with the addition of BUTCHER'S SELECTS® Premium Dog Food. Manufactured by Mars Petcare US, the new product line offers high-quality, protein-packed dog food at a great value. BUTCHER'S SELECTS® Brand is available exclusively at Dollar General stores.

"Dollar General is proud to add BUTCHER'S SELECTS® Premium Food for Dogs to our pet food assortment," said Todd Vasos, Dollar General's chief merchandising officer. "Many of our customers count on Dollar General for all their pets' needs, and we are pleased to broaden our assortment with BUTCHER'S SELECTS® Brand, which offers great quality at a great value."

BUTCHER'S SELECTS® products bring together the taste dogs crave with the nutrition they need. With real lamb as the number one ingredient, BUTCHER'S SELECTS® Premium Dry Food for Dogs includes natural sources such as glucosamine to promote healthy joints and prebiotics to help support digestive health. Palatability tests prove the BUTCHER'S SELECTS® Lamb & Rice Recipe is preferred to Eukanuba's own Natural Lamb & Rice Formula but at a value driven price.

The BUTCHER'S SELECTS® line of wet dog food includes a variety of *Premium Cuts*® in gravy and ground entrées, each nutritionally balanced and made for your dog's health and enjoyment. Dogs love the meaty taste of Chicken and Rice Dinner, Country Stew, and Oven Roasted Chicken Recipe. BUTCHER'S SELECTS® Brand also offers a variety formulated specifically for puppies that is made with DHA to promote healthy brain development.

"Mars Petcare US is excited to partner with Dollar General to launch BUTCHER'S SELECTS® Premium Dog Food", said Chris Hamilton, Mars Petcare US general manager. "The BUTCHER'S SELECTS® product line gives Dollar General customers another great Mars Petcare product option that offers high-quality nutrition at a value."

About Dollar General Corporation
Dollar General Corporation has been delivering value to shoppers for more than 70 years. Dollar General helps shoppers Save time. Save money. Every day!® by offering products that are frequently used and replenished, such as food, snacks, health and beauty aids, cleaning supplies, basic apparel, house wares, pet supplies and seasonal items at low everyday prices in convenient neighborhood locations. With more than 9,800 stores in 38 states, Dollar General has more retail locations than any retailer in America. In addition to high quality private brands, Dollar General sells products from America's most-trusted manufacturers such as Mars, Inc., Procter & Gamble, Kimberly-Clark, Unilever, Kellogg's, General Mills, Nabisco, Hanes, PepsiCo and Coca-Cola. Learn more about Dollar General at www.dollargeneral.com.

About Mars Petcare US

Mars Petcare US is the U.S. operations of the world's largest petcare company at the privately-held, family-owned Mars, Incorporated. Mars Petcare US produces some of the world's most beloved pet care brands, including PEDIGREE® Food for Dogs, CESAR® Canine Cuisine, WHISKAS® Food for Cats, THE GOODLIFE RECIPE® Brand, TEMPTATIONS® Treats for Cats, and CRAVE® Treats for Cats, as well as exclusive brands products for some of the leading retailers in the U.S. Headquartered in Franklin, Tenn., more than 2,400 Mars Petcare US associates make, sell and distribute its high-quality pet food from 15 manufacturing facilities located in communities across the U.S. For more information, please visit www.mars.com.

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