



NEWS

The OurPet's Company Announces Sales Team Realignment

-The Pet Supply Firm announces realignment -

FAIRPORT HARBOR, Ohio (December 9, 2011) – The OurPet's Company (OTC BB: OPCO), a leading proprietary pet supply company, announces Scott Fitzhugh has stated that he will leave The OurPet's Company at the end of December to begin his own sales and marketing firm. Mr. Fitzhugh joined OurPet's as National Sales Manager in 2002 and has served as Vice President of Sales & Marketing since 2006. Fitzhugh will maintain a relationship with the OurPet's Company as an independent representative of the company to key accounts in the industry.

Dr. Steve Tsengas, President and CEO of OurPet's stated "I want to thank Scott for his contribution to the financial growth of the company, his hard work and dedication, and his leadership of the Sales & Marketing initiatives over the past 10 years. Scott has helped lead OurPet's from a \$4.5 million company to nearly \$20 million and a leader in the pet industry. I wish him the very best in his new endeavors and look forward to continuing to work with him and his new sales and marketing company."

The Marketing organization will be aligned within a newly created Business and Product Development team that will report directly to Dr. Tsengas, President and CEO. Tsengas commented "Aligning business and product development creates a structure for continued aggressive growth in which marketing will provide the headlights for direction and strategy to the organization. This new team will be dedicated to creating the best products for consumers and retailers to continue to lead the industry in innovation."

The Sales team will be realigned to ensure a seamless transition to all of OurPet's customers.

Matthew Avon, international and mass accounts sales manager, has recently been promoted from national sales manager. Avon has been with OurPet's since 2006. He has experience in working with national pet and mass retailers and has been instrumental in building the OurPet's presence in key International markets.

Tim Viancourt, national sales manager, will manage all sales activity within the domestic pet specialty channel. Viancourt has more than 25 years of sales experience. Most recently he spent 13 years working for Bil-Jac Food as the national sales manager/vice president of sales. Prior to Bil-Jac, Viancourt was employed by the J.M. Smucker Company. He has a Bachelor of Arts Degree from Cleveland State University and has completed Cornell University's Food Executive Program.

Dan Konopka, national accounts manager, has experience in a variety of retail channels including wholesale club, grocery and discount retailers. Konopka will manage grocery, drugstore, club, internet and alternative channel accounts. Prior to employment at OurPet's, Konopka was a key accounts manager at The Step2 Company. He earned his Bachelor of Science Degree from Bowling Green State University.

About The OurPet's Company

The OurPet's Company was founded in 1995 when it began making the revolutionary *Big Dog Feeder*® raised feeding system. Committed to remaining always on the cutting edge of innovation for the health, safety, comfort and enjoyment of pets, the company is proud to include the following top brands in its portfolio: *Flappy*® dog toys, *Durapet*® Premium Stainless Steel Pet Bowls, *Pet Zone*®, *ecoPure*® *Naturals*, *Cosmic Catnip*™, *SmartScoop*® and *Play-N-Squeak*® cat toys. The OurPet's Company is publicly traded as OPCO (OTC BB). For a full listing of consumer brands, visit www.ourpets.com.

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