

News Release

American Pet Products Association Honors Rolf C. Hagen

MONTREAL, Canada – February 10, 2012 – On February 3, the American Pet Products Association (APPA) announced that it has renamed its Hall of Fame Award to the Rolf C. Hagen Award, in honor of our company's Founder and Chairman, who passed away in October.

The lifetime achievement award was created in 1968 to recognize and pay tribute to pet industry leaders who have made significant and lasting contributions to the pet care trade. Rolf C. Hagen was a recipient of APPA's Hall of Fame Award in 1999.

"We are honored to recognize Mr. Hagen's memory, by recognizing others that exemplify many of the attributes and qualities that he possessed and that our industry so greatly benefitted from. He was the definition of a true leader and his achievements, dedication and support to the pet industry and various organizations within will be remembered. It is our hope that this award further highlights his great legacy," stated Bob Vetere, President of APPA.



Responding to the announcement, Rolf Hagen Jr., President and CEO of Rolf C. Hagen Inc. said, "The Hagen family is honored by this gesture, especially because the award meant a lot to him when he received it in 1999. Though he was quite modest, he at times expressed pride in being the only foreign recipient—a Canadian of German origin—to be recognized by his American peers. It was also fitting and meaningful that Allan Levey, founder of Wardley, presented him with the award, as he had the utmost respect for Allan's business principles. We hope that the renaming of APPA's Hall of Fame Award will spur interest in Rolf C. Hagen's belief in the right to sell pets under the proper husbandry conditions—which is the entire basis of the pet care industry."

APPA's announcement can be viewed online at <http://media.americanpetproducts.org/press.php?include=143431>.

About Rolf C. Hagen Inc.

Founded in 1955, Rolf C. Hagen Inc. is a family-owned, leading international manufacturer and distributor of pet care products, pet food and treats. Headquartered in Montreal, Canada, the company has sales, manufacturing and distribution facilities in North America, Europe and Asia. The company has a large portfolio of trusted, quality, leadership brands for all pets, including Fluval, Exo Terra, Nutrience, Laguna, Living World, Dogit, Catit, Habitrail, Marina, Nutrafin and Zoe. For more information about Hagen, visit www.hagen.com.

About The American Pet Products Association

The American Pet Products Association (APPA) is the leading not-for-profit trade association serving the interests of the pet products industry since 1958. APPA membership includes nearly 1,000 pet product manufacturers, their representatives, importers and livestock suppliers representing both large corporations and growing business enterprises. APPA's mission is to promote, develop and advance pet ownership and the pet product industry and to provide the services necessary to help its members prosper. Visit www.americanpetproducts.org for more information.

Source: Rolf C. Hagen Inc.