

## News Release

### **Dieter Hagen appointed Vice Chairman and Executive Vice President of Sales at Rolf C. Hagen Inc.**

MONTREAL, Canada – February 14, 2012 – Rolf C. Hagen Inc. is proud to announce the appointment of Dieter Hagen as Vice Chairman and Executive Vice President of Sales.

Dieter Hagen joined the company in 1959 after it was founded by his brother Rolf C. Hagen in 1955. For 53 years, he has made a direct and significant impact on the extraordinary growth and enduring success of Rolf C. Hagen Inc.

An integral part of the Hagen Dream Team—which consisted of Rolf C. Hagen and Horst Hagen—Dieter Hagen has been instrumental in transforming a fledgling seed-importing company into a leading, family-owned, multi-brand pet supplies corporation with a vast sales and distribution network around the globe.



Widely respected and admired by his colleagues and peers, Dieter Hagen's successful track record for building and growing strong and lasting sales relations in North America as well as around the world is unmatched in the pet care industry.

"After the loss of our beloved and respected Chairman, it would be too much to bear to lose Dieter's leadership and vast experience. One would be hard-pressed to find anyone in this or any other industry with his business acumen and longevity. We are proud that Dieter will continue to play an active role at Rolf C. Hagen Inc., as our new Vice Chairman and Executive Vice President of Sales. His ability to motivate our Senior Management, his strong and enduring relationships with our customers, and his 53 years experience building our company are invaluable and deeply respected. We are thrilled to continue to have Dieter with us," said Rolf Hagen Jr., President and CEO of Rolf C. Hagen Inc.

Responding to the new appointments, Dieter Hagen stated, "I am glad to be part of this company's bright future and look forward to playing a leading role in the decision-making process. This has been a labour of love for me and I feel as passionate about it now as I did on day one. I thank Mark, Tom and Rolf Jr. for their offer and was glad to accept it."

**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](http://www.hagen.com).

Source: Rolf C. Hagen Inc.