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FOR IMMEDIATE RELEASE

Sunshine Mills and Scollar Announce Partnership

A collaboration serving the growing number of nutrition-savvy pet owners who want a more personalized pet food experience.

The Sunshine Mills, Inc., and Scollar Inc., partnership is a collaboration to better serve pet parents and their pets through personalization. Sunshine Mills is a family-owned pet food manufacturer that has been “Satisfying Pet & Owners Since 1960”.

Scollar will begin offering Sunshine’s super premium food and healthy treat brands to a rapidly growing list of customers within Scollar’s personalized ecosystem. Sunshine has an impressive reputation spanning many decades with its customers which is reflected in their wealth of glowing product reviews.

Sunshine’s mission is “Profitable Growth Through Quality, Value, Service and Innovation”. With the recent boom in the pet industry, feedback received from customers and Scollar helping lead the way in pet care innovation, this partnership aims to grab the admiration of the pet parents looking for a personalized experience.

Scollar and Sunshine Mills working together will allow pet parents the ability to have high-quality pet food and treats with the nutrition they care about, delivered right to their door. Scollar’s intuitive marketplace makes suggestions based on your pet unique attributes and requirements.

“This partnership shows what is possible when two customer centric companies take the time to listen and get it right to make a difference. Scollar is the ultimate pet ecosystem and that is only possible because of great partners like Sunshine Mills. We are extremely excited to be working with them.” Says Brett Parsons, Director of Partnerships for Scollar.

“We are extremely excited to launch on the Scollar platform, with our Evolve brand. This will allow even more consumer access to that super premium brand on a super-premium platform.” Says Scott Merrill VP of Sales for Sunshine Mills.

(About Scollar) Scollar is the ultimate open platform pet ecosystem, that connects animal, owner, product manufacturer and service provider. Scollar utilizes a highly instrumented wearable with a customizable in app dashboard that allows for integrations to help manage an animal’s care all in one place. Shared pet data is used to personalize the intuitive marketplace section of the ecosystem where customers can have

relevant products suggested, bought, and delivered to their door.

Visit Scollar at <https://scollar.com/>

(About Sunshine Mills) Sunshine Mills is family owned and operated for more than 70 years, serving the world's pets with a whole variety of foods and treats. Sunshine has multiple plants within the USA and each plant is certified for food safety to ensure every batch is produced in a perfect way. Sunshine's pet food and treats can be found at most major retailers across the USA.

Visit Sunshine Mills at <https://www.sunshinemills.com/>

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