

PRESS RELEASE



5401 Virginia Way
Brentwood, Tennessee 37027
Petsense.com

PETSENSE BY TRACTOR SUPPLY ADDS NUTRISOURCE PRODUCTS TO PET FOOD LINEUP

Stores nationwide will carry curated assortment of pet food and treats from family-owned brand

Brentwood, Tenn. (November 15, 2023) – Petsense by Tractor Supply announced today it has added NutriSource pet food to its extensive lineup of premium dog and cat food offerings. NutriSource pet food brands, which include NutriSource, Pure Vita, Element Series and Choice, are available only in independent pet stores committed to animal health and nutrition.

“The Petsense by Tractor Supply difference is that we offer our customers pet specialty brands at prices they love in a hometown pet store setting,” said Matthew Rubin, General Manager & Senior Vice President, Petsense by Tractor Supply. “These distinctive qualities have afforded us an exciting opportunity to offer NutriSource’s reputable lineup to customers everywhere. Our Team Members are deeply invested in the wellbeing of our customers’ pets, and NutriSource will certainly be an important tool in helping them provide these animals with the very best.”

Petsense by Tractor Supply stores nationwide, as well as Petsense.com, will carry a curated assortment of NutriSource products, including top-selling grain-inclusive formulas such as Adult Chicken & Rice, Beef & Rice, Turkey & Rice, Small & Medium Breed Puppy, and Large Breed Puppy. NutriSource pet foods contain a proprietary Good 4 Life system that includes four key ingredients that work together to support gut health and the overall well-being of pets.

“NutriSource is excited to partner with Petsense by Tractor Supply Company” said Jayne Adamson, Director of Sales, NutriSource Pet Foods. “Our brands offer solutions for overall best health, through our excellent nutrition options matched with the assistance of the Petsense exceptional team members, we feel certain there is a perfect recipe for every furry family member. “

In addition to the NutriSource launch, Petsense by Tractor Supply is offering Finley’s pet treats. Finley’s superfood biscuits and protein packed trainer bite lines deliver a guilt free way to feel good and give back to the community. To celebrate the launch, Petsense by Tractor Supply and Petsense.com customers will receive a free bag of Finley’s treats with the purchase of any NutriSource dry dog food through November 30.

To learn more about NutriSource products available at Petsense by Tractor Supply, visit <https://www.petsense.com/collections/nutrisource>.

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About Petsense by Tractor Supply

Petsense by Tractor Supply, a wholly owned subsidiary of Tractor Supply Company (NASDAQ: TSCO), is a pet specialty retailer focused on meeting the needs of pet owners, primarily in small and mid-size communities. Founded in 2005, Petsense by Tractor Supply specializes in providing a large assortment of pet food, supplies and services, such as grooming and training, and offering customers a tailored experience while providing the top-quality products they need at a price they love. Petsense by Tractor Supply carries a range of nationally recognized brands including Fromm, Orijen, Acana, Purina Pro Plan, Hill's Science Diet, Victor, and Royal Canin. Petsense by Tractor Supply is also committed to promoting responsible pet ownership through pet adoptions, community involvement and education. As of September 30, 2023, the Company operated 195 Petsense by Tractor Supply stores in 23 states. For more information on Petsense by Tractor Supply, visit www.Petsense.com.