



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Wild Birds Unlimited Expands Jim's Birdacious Line

Carmel, Indiana – Following the success of Jim's Birdacious[®] Bark Butter[®], a bird food that has attracted more than 100 different bird species, Jim Carpenter has created additional bird food Treats and a bird feeding system that attracts the most birds in the least amount of space.

There are now eight Jim's Birdacious Treats to choose from, including BugBerry Blend[™] and Nutty for Nuts[™]. These Treats are packed with fats and protein which are important for the birds. Jim added calcium to each formula in the line to promote strong bones and improve egg production.

"Don't be surprised if the birds gobble up the food in no time," said Carpenter, founder and CEO of Wild Birds Unlimited, a nature specialty retail franchise with more than 270 locations across North America. "That's okay, they're treats, and they are supposed to be offered in small amounts, when people are actually at home and have time to enjoy their birds."

The foundation of Jim's Birdacious Bird Feeding System is the TreatTray[™], a unique tray feeder that is divided into four sections, allowing bird feeding enthusiasts to offer multiple Birdacious Treats at one time.

"The TreatTray is where all the fun happens," added Carpenter. "It provides a clear view of birds and their antics as they eat Treats and interact with other birds not only of the same species but also with birds of different species."

Unlike traditional trays, the TreatTray can be customized with a roof and different Toppers to create the perfect setup that will attract the most birds. Toppers include a roof, crook arms, feeders and finials. Each increases the number and variety of birds that will visit.

"The Birdacious setup will work in any yard" said Carpenter. "It maximizes the bird feeding capabilities of a small space such as a deck, balcony or patio and it's ideal for apartments, condos or any home with a small yard."

Wild Birds Unlimited is the original and largest franchise system of backyard bird feeding and nature specialty stores with more than 270 locations throughout the United States and Canada. Wild Birds Unlimited specializes in bringing people and nature together with their bird feeding and nature products, their expert advice and educational events. Visit our Web site, shop online and learn how you can open your own Wild Birds Unlimited nature shop at www.wbu.com.

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