

Contact: Jo Hunt
DHA Lifestyle PR
27703 Eastvale Road
Palos Verdes Peninsula, CA 90274
(310) 541-2800
jo@delyon-hunt.com

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(With Hi-Res Images)

Petlinks Introduces Seventeen Fun New Eco-Friendly Dog Toys Designed To Fulfill A Range Of Important Behavioral Needs

Produced in accordance with Petlinks' dedication to sustainability, each of these seventeen new dog toys is designed to meet a specific need within the Petlinks System that are important for canine health and well-being.

San Rafael, CA (Feb. 20, 2013) – Dogs are complex animals that require a full range of stimulus in order to maintain physical and mental well-being. The Petlinks® System has been designed to help educate consumers about these physical, emotional and instinctual needs and make it easy for pet owners to choose products that meet those needs. Petlinks will be introducing seventeen new toys in 2013, each of which has been created to fulfill a specific need within the Petlinks System. The toys are: the *Scents of Security™* collection, *Bottle Buddy™* rubber collection, *Bottle Buddy™* plush collection, *Tricky Treater™*, *Chewy Champ™*, *Tug-Ables™* collection and the *Squeaky Rascal™* collection, MSRP ranges from \$9.99 to \$18.99.

“We are really excited about the features in these new toys,” said Shannon McWilliams, Vice President of Product Development for Worldwide. “This is a great selection of toys that are designed to satisfy a range of instinctual needs providing dogs with the kind of stimulation that they require to keep them happy and healthy. And like all Petlinks products these toys are produced in a sustainable and responsible manner.”

Petlinks' new line of toys for 2013 includes the *Scents of Security* collection. This group of toys is designed to help calm and comfort dogs by providing them with a toy that contains the scent of their owner. The five different soft fabric toy designs – hippo, kangaroo, lamb, bear and blanket – all contain a pocket into which the dog owner can insert an article of his clothing.

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The toy containing the owner's scent will provide dogs with a sense of comfort and security that will help to alleviate separation anxiety, stress and boredom and reduce the destructive behaviors associated with anxiety and stress. Each of these toys uses a fiberfill made with recycled plastic.

The ***Bottle Buddy*** rubber collection turns empty plastic bottles into exciting crunchy toys that dogs will love. Designed to meet the need for prey play, these simple rubber ball and cross designs will securely hold four empty plastic bottles turning them into crunchy, crackly toys that dogs love to bite and play with. Bottle Buddies are ideal for fetching and tugging – they even float! Once a bottle loses its crackle it is easy to replace with a new one. Both of these toys have an interior structure made with recycled plastic.

The ***Tricky Treater*** is a great way to mentally challenge dogs while providing them with treats. Satisfying the need for treats in a fun and challenging manner, this round ball has an adjustable inner opening allowing pet owners to determine how difficult it will be for their dogs to retrieve the treats contained inside. The generous size holds up to a cup of dry food, making it ideal for slowing down fast eaters and encouraging physical activity in sedentary or overweight dogs. Its bumpy surface creates erratic movement that adds to the fun and challenge. The Tricky Treater's plastic parts are made with recycled materials.

Other new Petlinks toys include the ***Bottle Buddy*** plush collection. Available in three different styles, these plush toys will satisfy need for prey play by hiding away crunchy and replaceable plastic bottles inside a cute fabric exterior. The ***Chewy Champ*** satisfies the need to chew in the form of a beaver constructed from a tough nylon fabric. Great for light to moderate chewers, this toy includes hidden squeakers. The ***Tug-Ables*** collection is a great way to meet a dog's need for interaction. On one end there is a plush toy that is attached by a bungee to an easy-to-hold handle on the other end, which makes ideal for a fun game of tug. Last of the new line up is the ***Squeaky Rascal*** collection. Each of these three different plush toy designs – squirrel, raccoon or beaver – contains at least five hidden squeakers. Perfect for satisfying the need for prey play,

these toys will drive dogs crazy as each bite is guaranteed a squeaky response.

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“These are fun toys that both dogs and their owners will enjoy,” added McWilliams. “They are a great addition to our Petlinks line and are representative of the company’s dedication to producing products that provide good customer value while adhering to our standards of sustainability.”

About the company

The Petlinks brand is manufactured by Worldwise®, a leading consumer pet products company. By developing unique, high-quality products made from natural, recycled, reclaimed and certified organic material, and distributing them through the nation’s largest retailers, Worldwise™ brands are changing consumer beliefs about the look, feel, price and performance of environmentally-responsible products.

www.worldwise.com.