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QUAKER PET GROUP LAUNCHES SILVER TAILS™ SENIOR PET PRODUCTS  
*Innovative Solutions Serving Over 80 Million Senior Pets*

NEW YORK, NY – (September 9, 2011) If you know anyone with a pet, you understand that pets are part of the family. But did you know that approximately 50% of the U.S. pet population (over 80 million dogs and cats) is over age 7? With increased access to superior healthcare, pets are living much longer and deserve special products created for their evolving needs.

After extensive research and understanding the challenges pet-parents face with their aging pets and the needs of pets themselves, [Quaker Pet Group](#) (QPG) created an extensive health and wellness line just for seniors to help make them happy, healthy, and comfortable in their older years: [SILVER TAILS™](#) Senior Pet Products.

To-date, an entire product collection of health and wellness solutions for the underserved and ever-growing senior pet population has been non-existent. QPG is launching its Silver Tails collection with the following senior product innovations: a hand-held massager (standard and infrared), a specially-formulated dental care system, bamboo-charcoal pet bed covers and mats, magnetic therapy collars, Bottoms-Up™ support harnesses, age-appropriate chew toys, flavor enhancing supplement powder, and soft-chew treats.

“A silver tail deserves to keep wagging. As pet-parents ourselves, we saw first-hand the changes our four-legged friends go through later in life, and saw an opportunity to not only fill a needed market gap but also make a real difference in pets’ lives,” states Quaker Pet Group’s President and Chief Operating Officer Neil Werde. “Easing the stress associated with the care of older pets, we know Silver Tails products will make a huge impact towards improving the lives of pets and pet-parents. Our retail partners like PETCO® understand the needs of senior pets, and we are thrilled they are bringing the entire line of product innovations to market to improve the lives of this fast-growing and underserved segment of aging pets.”

Silver Tails Products’ Features and Benefits:

- **Hand-Held Massager** – Ergonomically-designed massager improves health by promoting circulation, bonding, and relief from age-related discomfort and stress; Sizing easily adjusts comfortably for every hand
- **Infrared Hand-Held Massager** – Used for years by Veterinarians, infrared therapy has deep-penetrating and soothing effects on sore muscles, arthritic joints and common challenges like hip dysplasia
- **Vet Tech™ Dental Care System** – Invented by a leading Veterinarian, this easy-to-use bristle-less dental cleaning system is safe and effective for dogs and cats to clean and polish teeth and sensitive gums; Handheld toothbrush comes with disposable and highly-absorbent microfiber heads for maximum hygiene; Specially-formulated enzyme cleaning solution is highly palatable and effective
- **Bamboo-Charcoal Mats** – This holistic material reacts with the pet’s own body heat and effectively eliminates odor, absorbs moisture, and promotes improved blood circulation; Padded throw mats come in 2 sizes for use on floor, furniture and car interiors, have a non-skid bottom for added traction, and includes sturdy integrated handles for lifting and moving older pets; Machine washable cover and hand-washable inner lining
- **Bamboo-Charcoal Pet Bed Covers** – Comfortable bed covers feature a

- waterproof lining and are available in 2 shapes and sizes to fit most pet beds; Highly effective in absorbing moisture and eliminating odors; Infrared rays and negative ions are known to relieve aches, pains and joint discomfort naturally
- **Magnetic Therapy Collars** – Believed to be effective for arthritis, muscle and joint pain, wound healing, nerve injury and general fatigue, this natural, non-invasive, and patented magnetic design fits most existing dog and cat collars; Each includes flexible 500+ Gauss magnets known to improve circulation, energize, and increase oxygenated blood flow while stimulating a pet's natural healing process
  - **Bottoms Up™ Harness** – Specially-designed to relieve the weight from hind legs and hips while aiding maneuverability and steadying older, overweight, post-surgical and/or arthritic dogs; Attachable leash for comfort and stability when walking and patented design allows elimination without removing the harness; One size adjusts to fit dogs 20 to 150 pounds.
  - **Senior Friendly Chew Toys** – Promoting mental and physical stimulation for older dogs, these toys combine two soft, yet durable materials for sensitive older teeth and gums; Blue and yellow colors are still visible to pets battling loss of vision; Toys can be soaked with water/frozen to help reduce mouth discomfort; Available in 2 sizes and 3 shapes for every breed
  - **Flavor Enhancing Supplement Powder** – For finicky senior pets or pets recovering from illness or surgery, this specially-balanced protein powder has an irresistible flavor and delivers essential vitamins and minerals, Omega-3 and 6 fatty acids for improved skin and coat, and Inulin to promote digestion; Wheat-free, gluten-free and made in the USA
  - **Senior Wellness Soft Chews** – Packed with essential nutrients senior dogs need, these bite-sized morsels come in 3 natural formulas that target specific issues senior pets face (Skin & Coat, Hip & Joint, and Multi-Vitamin Formula); Soft and easy to chew, these treats are wheat-free, gluten-free and made in the USA

QPG is thrilled to announce that the Silver Tails products will be available in over 1,000 [PETCO](#) and [Unleashed by PETCO](#) stores mid-September.

Formed in 2010 by pet industry veterans David Blatte and Neil Werde, QPG acquired [New York Dog](#) in 2010, a leader in pet apparel and accessories, and the [Sherpa Pet Group](#) in 2011, a leader in pet travel, safety and fun. The Silver Tails collection will continue QPG's momentum of providing first-class innovations and solution-oriented products to the pet industry.

For more information about Silver Tails Senior Pet Products, please visit [www.silvertails.com](http://www.silvertails.com) or call the Quaker Pet Group at 303.623.3327. For media inquiries, please contact Erin Terjesen at 602.625.2871 or [erinterjesen@gmail.com](mailto:erinterjesen@gmail.com).

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#### ABOUT QUAKER PET GROUP

Headquartered in New York City and Denver, the Quaker Pet Group is actively seeking strategic opportunities to grow through key retail partnerships, innovative product development, and acquisitions. Quaker Pet Group is committed to providing pet products that will enrich the lives of pets and their pet-parents worldwide. Registered brands include: New York Dog™, Hear Doggy™, Vet Tech™, Sherpa's Pet Trading®, Fox & Hounds™, Cloak & Dawggie™, GoDog™, Luna Brite™, Dog Mountain™, Pez® for Pets and Woof Wear Organics® and Rain™ products.