

FOR IMMEDIATE RELEASE
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QUAKER PET GROUP LAUNCHES **HEAR DOGGY!®** ULTRASONIC SQUEAKY TOYS
The Patent-Pending Squeak ONLY Your Dog Can Hear

NEW YORK, NY – (July 25, 2011) Any pet lover knows that dogs love the feel and *sound* of “squeaky” toys, but enduring the high-pitched repetition in the wee hours of the night can drive any pet-parent crazy! Quaker Pet Group (QPG) is proud to launch an innovative new collection of **ultrasonic HEAR DOGGY!®** plush toys with a **squeaker ONLY your dog can hear!**

Hear Doggy! plush toys give your pet the same sensation and enjoyment of traditional squeaky toys without the irritating noise!

The science behind Hear Doggy!: Dogs can hear sounds at a higher frequency (0 to 45 KHz) than humans (0 to 20 KHz). Tuned to an ultrasonic **range in the 24-28 KHz** frequency, each Hear Doggy! squeaker is out of human hearing range, but still fun for your four-legged friend.

Hear Doggy! toys are available in 2 plush designs: **Stuffed** toys (Blowfish, Whale and Penguin, available in small or large) and **Flats** (Deer, Rabbit and Skunk) come in one standard size and contain no messy stuffing in the body.

QPG is thrilled to announce that the Hear Doggy! toys will be available September 15th.

“As our newest pet product innovation, Hear Doggy! plush provides the same amount of fun as traditional squeaky dog toys but improves the lives of pet-parents by cutting out the annoying sound,” states Quaker Pet Group’s President and Chief Operating Officer Neil Werde. “Using patent-pending squeakers inside each toy, QPG is thrilled to offer this ultrasonic innovation to pet-parents worldwide and keep dogs’ tails wagging with enjoyment.”

For more information about QPG’s Hear Doggy! Pet Products, please visit www.quakerpet.com/www.heardoggy.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.

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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.