



FOR IMMEDIATE RELEASE
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Hyper Pet LLC Strikes Deal with ABO Gear, LLC- Acquires Three Pet Brands

*-Aussie Naturals®, Outback Jack® and Wild Eats® Join the Hyper Pet
Product Family-*

Wichita, Kansas- With more than 30 years experience supplying pet products, [Hyper Pet LLC](#) unquestionably has a broad and deep range of dog toy experience, high quality product offerings, and strong reputation for innovation and customer service in the industry. Just last month, Hyper Pet CEO Tim Blurton was proud to announce an acquisition of three ABO Gear, LLC brands - Aussie Naturals®, Outback Jack® and Wild Eats™ and today invites attendees, retailers, distributors, industry leaders, and the media to meet the entire suite of new pet product brands at the nation's leading pet industry tradeshow, Global Pet Expo 2017, March 22-24th in Orlando, Florida, Booth #2449.

“This expansion is great news for Hyper Pet, and provides us the opportunity to strengthen our product offerings in the all-natural, eco-friendly and dog treat categories among others,” Blurton said. “We were very impressed by the innovation behind ABO Gear’s product development and design, and know they’ll fit perfectly into our growing range of products that work to strengthen the bond between pets and their owners.”

For nearly 15 years, [Aussie Naturals](#), [Outback Jack](#) and [Wild Eats](#) have been best known for their sustainable, high quality products that include a diverse range of rescue tested dog toys made from eco-friendly, dog-safe materials; a variety of accessories including pet beds, apparel and travel products; and perhaps most popular, their all-natural, dog treat lines that include a variety of water buffalo horns and chews and a range of salmon based treats which are “Made in the USA”.

Julian Morton, the founder and entrepreneur behind ABO Gear, will continue with the company, focusing on his two passions – product development and sales.

“This deal was a great match for our complementary brands, and will bring significant benefits from Hyper Pet’s infrastructure and strong customer relationships,” said Morton.

Peter Haabestad, Managing Partner of Guardian Capital Partners, who is the private equity sponsor backing Hyper Pet LLC added, “We have admired Julian’s business for some time and are now delighted to bring his brands under the Hyper Pet umbrella.”

To learn more about this acquisition deal, or to request an interview with Hyper Pet CEO, Tim Blurton, please contact Kerry Sutherland, K. Sutherland PR, Kerry@KSutherlandPR.com or (775) 360-6101. Or, visit them at Global Pet Expo 2017, Booth #2449.

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Aussie Naturals® Introduces New Eco-Friendly Dog Toys at Global Pet Expo 2017

*Not just good for the dog, but good for the planet! Aussie Naturals® Unveils 14 New,
All-Natural Dog Toys.*

**Let's meet at Global Pet Expo 2017, March 22-24th at the Orange County
Convention Center in Orlando, and allow us to introduce you to the pet
industry's leading all-natural, great value dog toy brand!
Booth #2449**

Orlando, Fla.- For nearly 15 years, Aussie Naturals® has been providing pet owners with sustainable, high quality products that include a diverse range of rescue tested dog toys made from eco-friendly, dog-safe materials. The brand was recently acquired by Hyper Pet LLC in February 2017, and brought under the Hyper Pet umbrella known for providing customers with high quality, innovative pet products, as well as superior customer service. Now, at the pet industry's leading tradeshow, Global Pet Expo, the company will make its debut in the Hyper Pet product family and announces the launch of 14 new, all-natural dog toys.

Three new Aussie Naturals® **Sherpa Toys**: the Sherpa Cow, Sherpa Lamb and Sherpa Rabbit, are making their debut at Global Pet Expo 2017. This collection of Aussie Naturals® dog toys are 100% natural, featuring 4 layers for durability. No messy stuffing here, just a dog-friendly squeaker and pocket for loading (and reloading) a water bottle for on-going play. Like all Aussie Natural dog toys, this eco-friendly line has been rescue dog-tested and pet owners can feel confident in the quality and durability of these all-natural toys, while their dogs will enjoy all the fun they bring! The new Sherpa Toys are available in one, 11" size and retail for \$11.99.

The new Aussie Naturals **Ropie Animals** will keep dogs happy with a crinkle they love to bite over and over again! The four new styles: Gator, Giraffe, Camel and Elephant, are each designed with 100% natural, wooley cotton rope that is durable and each toy also includes a built-in water bottle. Sizes available in this new line of Ropie Animals range from Small to Large, and retail from \$7.99 to \$9.99.

Tuff Mutt Toys are also launching at Global Pet Expo, in three fun styles: Giraffe, Zebra and Elephant. These tough toys are made to last with four layers eco-friendly materials including wool, cotton rope and all natural, coconut fiber for that natural

crinkle noise. Dogs will have fun finding the squeaker over and over again, located in the head of each animal, and this new collection is made to survive even the biggest chewers! One 11" size is offered at a \$9.99 retail price point.

Check out all of these new, all natural dog toys and more at Global Pet Expo 2017, Booth #2449. If you are a member of the media and would like to request more information about this recent company acquisition, new product details, interview requests or product samples, contact Kerry Sutherland at K. Sutherland PR, (775) 360-6101 or Kerry@ksutherlandpr.com.

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About ABO Gear

For nearly 15 years, ABO Gear's pet product brands including: [Aussie Naturals](#), [Outback Jack](#) and [Wild Eats](#) have been best known for their sustainable, high quality products that include a diverse range of rescue tested dog toys made from eco-friendly, dog-safe materials; a variety of accessories including pet beds, apparel and travel products; and perhaps most popular, their all-natural, dog treat lines that include a variety of water buffalo horns and chews and a range of salmon based treats which are "Made in the USA". In February 2017, ABO Gear was acquired by Hyper Pet LLC, a pet industry powerhouse with more than 30 years of experience supplying high quality pet products with a strong reputation for innovation and customer service.



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Consumer Demand for Single Ingredient, All-Natural Dog Treats Higher Than Ever

Water Buffalo has become the most sought after single ingredient treat for dogs and Wild Eats has been the experts here for nearly 15 years. Let us introduce you to the brand's nine new dog treats at Global Pet Expo 2017, Booth #2449.

Orlando, Fla.- With increasing concerns about the quality and ingredients behind many consumable products in the pet industry, pet owners are more aware of how they should be feeding their pets, what to look for or avoid, and are seeking brands that provide transparency and simplicity.

For nearly 15 years, Wild Eats® has been providing single ingredient, all-natural dog treats to customers. Water Buffalo, the ingredient behind their assortment of products that spans chews, treats, Bully Sticks and more, are all bred without the use of any antibiotics or hormones. They are all low in fat and high in protein, offering 60% less fat than grain feed beef and 40% less cholesterol.

This year at Global Pet Expo 2017, the brand under the umbrella of their new parent company, Hyper Pet LLC will introduce 9 new dog treats at Booth #2449.

The first, **Ear with Bully Ring**, is a 100% natural Buffalo Ear with Bully Stick that is high in protein and low in fat. This dog treat is excellent for teeth and gums, and completely hormone and antibiotic free. One size is available at an attractive \$4.99 retail price point.

The new **Munch & Crunch Bone** by Wild Eats is 100% Water Buffalo. This high in glucosamine and chondroitin treat is also great for teeth and gums, and two sizes are available from \$2.99-\$4.99 MSRP.

The new **Steak Stick** is a dehydrated Water Buffalo meat, great for medium to heavy chewers. This single-ingredient, grain and gluten free treat is 100% natural. The meat is free range, grass fed and two sizes (6" and 12") are available from \$2.99-\$5.99 MSRP.

And, the new **Natural Dog Chews** including the Tail with Steak, Bully Wrap and Bully Jerky each offer a high in protein, 100% Natural treat dogs will love. The Tail with Steak is simply Water Buffalo Tail wrapped in Steak. This long-lasting chew has been slow roasted, and is available in two sizes (6" and 12") for \$1.99-\$3.99 MSRP. The Bully Wrap is a gullet filled with pizzelle that has also been slow roasted. In two sizes (6" and 12") the Bully Wrap retails from \$2.99-\$5.99. And the Bully Jerky offers a great source of Chondroitin, and also supports healthy teeth and gums. The Bully Jerky is available in a Jerky Bundle (4-pack) or offered individually at 12". Retail price is \$1.99 to \$3.99.

Learn why single ingredient dog treats are best, and how Wild Eats® has made Water Buffalo the most sought after, all-natural dog treat offering in the industry at Global Pet Expo 2017, Booth #2449. If you are a member of the media and would like to request more information about this recent company acquisition, new product details, interview requests or product samples, contact Kerry Sutherland at K. Sutherland PR, (775) 360-6101 or Kerry@ksutherlandpr.com.

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About ABO Gear

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Hyper Pet Introduces New Generation of DuraSqueak Toys

Inspired by Hyper Pet's Hyper Chewz and Squeak dog toys, this new product line from Hyper Pet will be featured at Global Pet Expo 2017, Booth #3857.

Orlando, Fla. - With more than 30 years of experience supplying pet products, [Hyper Pet LLC](http://HyperPetLLC.com), has released a new line of DuraSqueak toys. The new line of DuraSqueak toys offered are: **Sphere, Peanut, UFO** and **Bony Ball**, and will be featured at Global Pet Expo 2017, Booth #3857.

With a foam look that dogs love, and the durability Hyper Pet products are best known for and pet owners need most, this new line of dog toys offer fun and interactive play for dogs and their humans alike!

"We are really excited to be expanding our Hyper Pet product line, and introducing these new DuraSqueak dog toys to our customers," said Tim Blurton, CEO of Hyper Pet, LLC. "The texture and durability of our toy chews, coupled with the unique squeak that dogs really love, provide a product line that will appeal to a wide variety of customers."

Hyper Pet toys offer something perfect for every life stage of dogs. The brand's dog toys encourage both mental and physical enrichment, and provide a happy, bonding playtime experience for pets and their owners.



Each design, Sphere, Peanut, UFO and Body Ball, are available in three sizes (Small, Medium and Large) are retail from \$9.99 to 12.99. For more information, visit <https://hyper-pet.com>.

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Hyper Pet Unveils New Hyper Fling Pro at Global Pet Expo 2017

The Hyper Fling Pro is the perfect interactive toy for both pet parent and dog!

Meet us at Global Pet Expo 2017, Booth #3857

Orlando, Fla - With more than 30 years of experience supplying pet products, [Hyper Pet LLC](http://HyperPet.com), has released the new Hyper Fling Pro.

Don't just throw a ball, fling it! The new Hyper Pet Hyper Fling Pro is a new easy to use toy for pet owners and great activity for your dog! The comfort grip handle and angled design, helps you fling the dog's toy further than anyone could probably ever throw it. The Hyper Fling Pro also allows for a variety of accessories to slide on and off the wand easily, making the Hyper Fling Pro a great hands free ball pick-up system. Interchangeable toys offered by Hyper Pet currently include the Hyper Pet Chewz Ball, Tennis Ball and Fun Square.

"The Hyper Fling Pro makes playing fetch with your dog even more fun," said Tim Blurton, CEO of Hyper Pet LLC. "It's an easy-to-use, interactive toy that offers dogs who love to fetch fun variety, and endless entertainment."



Hyper Pet dog toys offer something perfect for every life stage of dogs. The brand's dog toys encourage both mental and physical enrichment, and provide a happy, bonding playtime experience for pets and their owners alike.

The Hyper Fling Pro retails for \$14.99.

Hyper Pet will be accepting orders at Global Pet Expo 2017 in Orlando, Booth #3857. For more information, visit <https://hyper-pet.com>.

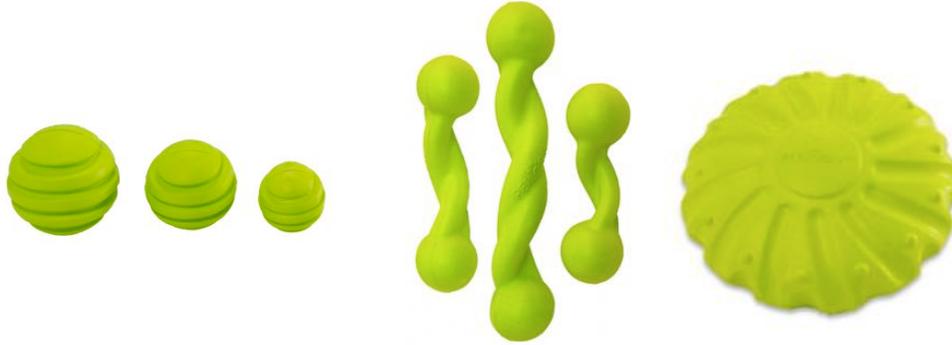
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PETLOGIX Introduces Ultra-Durable EVA Chews



Meet us at Global Pet Expo 2017, Booth #3857

Orlando, Fla. - PETLOGIX, a new dog toy brand from Hyper Pet LLC with a commitment to changing a family's relationship with their pet through innovative products that promote a healthy, safe and interactive lifestyle, introduces their new line of **EVA Chews** for dogs of all sizes and life stages.

Made of lightweight, EVA (Ethylene-vinyl acetate) foam, dogteeth of all sizes can penetrate the toy, but ultimately the high-quality material will retain its shape and durable form. EVA Chews float in water, making them fun for any water-loving dog, and are safe and quiet on hardwood floor surfaces. Each EVA Chew style provides dogs with a resilient dental health chew toy, and are available in three designs:

- The Ridge Ball (available in Small, Medium and Large sizes)
- The Twisty Stick (available in Small, Medium and Large sizes)
- The Shell Disc (available in Small and Medium/Large sizes)

Designed for interactive fetch play or to simply occupy any playful dog, this new toy line from PETLOGIX will bring fun and enjoyment to you and your pet.

EVA Chews retail from \$7.99 to \$14.99. PETLOGIX will be accepting orders at Global Pet Expo 2017 in Orlando, Booth #3857. For more information, visit www.petlogix.com.

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About PETLOGIX

Designed specifically “for you and your pet”, the PETLOGIX brand by Hyper Pet LLC made its debut at SuperZoo 2016. With a commitment to enhancing a family’s relationship with their pet through innovative products that promote a healthy, safe and interactive lifestyle, PETLOGIX toys offer something creative for every life stage of dogs. Encouraging both mental and physical enrichment, PETLOGIX dog toys provide a happy, bonding playtime experience that is as much fun for the dog as it is for the owner. PETLOGIX is currently accepting pre-orders, and is scheduled to be available exclusively at pet specialty retailers across the United States in September 2016. For more information, visit www.pet-logix.com.

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New Squeaks Product Line by PETLOGIX Debuts with Dragon Bone & Dragon Egg Dog Toys



Meet us at Global Pet Expo 2017, Booth #3857

Orlando, Fla. - PETLOGIX, a new dog toy brand from Hyper Pet LLC with a commitment to changing a family's relationship with their pet through innovative products that promote a healthy, safe and interactive lifestyle, has been inspired by a bygone age and contemporary GOT fiction with their new dog toy designs, the **Dragon Bone** and **Dragon Egg**, both making their debut in the new PETLOGIX "Squeaks" product line.

Pet parents will have just as much fun as their dogs playing with these durable unique looking translucent dog toy designs. Available in two sizes, small and medium/large, the PETLOGIX Dragon Bone offers a multi-texture surface with a high-quality, long-lasting squeaker. The PETLOGIX Dragon Egg is also available in small and medium/large, featuring the same multi-texture surface with a durable internal squeaker.

Great for fetch or chew play, the Dragon Bone and Dragon Egg retails around \$5.99 for the small and \$8.99 for the medium/large.

"We're very proud of these toy designs," said Tim Blurton, CEO of Hyper Pet, LLC. "They're fun to play with, different and look amazing - we're already getting great feedback from our pet specialty customers."

Developed by pet industry leader, Hyper Pet LLC, PETLOGIX toys offer something perfect for every life stage of dogs. The brand's dog toys encourage both mental and

physical enrichment, and provide a happy, bonding playtime experience for pets and their owners.

PETLOGIX will be accepting orders at Global Pet Expo 2017 in Orlando, Booth #3857. For more information, visit www.pet-logix.com.

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PETLOGIX Serves An Ace with New Toys Dogs Will Love: Tennis Throws



Meet us at Global Pet Expo 2017, Booth #3857

Orlando, Fla - PETLOGIX, a new dog toy brand from Hyper Pet LLC with a commitment to changing a family's relationship with their pet through innovative products that promote a healthy, safe and interactive lifestyle, has introduced new PETLOGIX Tennis Throws.

The PETLOGIX **Tennis Throw Trio** and **Tennis Throw Cyclone** both feature pet-safe felt that dogs love, a treat pocket, squeaker, and fun, irregular bounce.

"Just when you think it can't get much better than a simple game of fetch with your dog and a tennis ball, we up the game," said Tim Blurton, CEO of Hyper Pet, LLC. "Our commitment at PETLOGIX is to innovate and design dog toys that truly encourage both mental and physical enrichment, and provide a happy, bonding playtime experience for pets and their owners. We think these new Tennis Throws are a perfect addition to our growing product line."

Available in sizes small and medium/large, the Tennis Throw Trio retails from \$9.99 to \$11.99 and the Tennis Throw Cyclone retails from \$7.99 to 11.99.

Developed by pet industry leader, Hyper Pet LLC, PETLOGIX toys offers the most enriching, active dog toy product line in the industry, exclusively developed for the pet specialty channel.

PETLOGIX will be accepting orders at Global Pet Expo 2017 in Orlando, Booth #3857. For more information, visit www.pet-logix.com.

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Introducing the New “Tweets” Dog Toys by PETLOGIX



Meet us at Global Pet Expo 2017, Booth #3857

Orlando, Fla. - PETLOGIX, a new dog toy brand from Hyper Pet LLC with a commitment to changing a family’s relationship with their pet through innovative products that promote a healthy, safe and interactive lifestyle, has introduced the new PETLOGIX “Tweets” product line, launching with the PETLOGIX **Tri Point** and PETLOGIX **Urchin** dog toys.

It’s no secret that dogs love an enticing “squawk” noise in their toys, and PETLOGIX has perfected it in these two new designs. These durable, long-lasting toys also include a Chicken flavor core, attracting dogs to play even more!

The Tri Point and Urchin are both available in two sizes, - small, retailing at around \$7.99 and medium/large which retails at \$11.99.

Developed by pet industry leader, Hyper Pet LLC, PETLOGIX toys offers the most enriching, active dog toy product line in the industry, exclusively developed for the pet specialty channel. The brand’s dog toys encourage both mental and physical enrichment, and provide a happy, bonding playtime experience for pets and their owners.

PETLOGIX will be accepting orders at Global Pet Expo 2017 in Orlando, Booth #3857. For more information, visit www.pet-logix.com.

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PETLOGIX Unveils New Dog Toy, the Zinger



Meet us at Global Pet Expo 2017, Booth #3857

Orlando, Fla. - [PETLOGIX](#), a new dog toy brand from Hyper Pet LLC with a commitment to changing a family's relationship with their pet through innovative products that promote a healthy, safe and interactive lifestyle, has introduced a unique new toy concept, the **Zinger**.



Unlike other dog toy launchers in the market, the **Zinger** offers a variety of interchangeable throw accessories making playtime more fun and exciting for dogs and their owners alike. There will be two versions, the **Zinger** for medium and large dogs and the **Zinger Junior** for small dogs and puppies.

"The **Zinger** can really be many dog toys in one," said Tim Blurton, CEO of Hyper Pet, LLC. "Our unique add-on accessories provide a variety of fun ways to play with your dog, keeping them not just physically entertained, but mentally stimulated as well."

The Zingers throw up to 100ft, and the angle at the top can easily be adjusted to match the throwers style and alter each throw's trajectory. Dog owners will enjoy both a comfort handle and hands free pick-up.



The **Zinger** will launch with three initial accessories designed for medium and large dogs: the **Zing Shot**, with a tennis felt texture; the **Zing Cube**, a soft square for use in smaller environments; and the **Zing Bumpy**, with an uneven surface that provides

irregular bounce, available in sizes medium and large. All of the **Zing Toys** float making the toy ideal for playing with your dog in water.

The **Zinger Junior** will launch with the **Zing Shot, Zing Cube** and **Zing Bumpy** designed specifically for small dog and puppies. It also has a smaller handle making it more comfortable for kids.

The Zinger retails for \$17.49 and Junior Zinger for \$14.99. Zinger accessories range in price from \$6.99 to \$9.99 each.

Developed by pet industry leader, Hyper Pet LLC, PETLOGIX toys offer something perfect for every life stage of dogs. The brand's dog toys encourage both mental and physical enrichment, and provide a happy, bonding playtime experience for pets and their owners.



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