

FOR IMMEDIATE RELEASE

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THUNDERWORKS[®]

INSANELY CALM[™]

ThunderWorks Introduces Dial-A-Distance

New retractable leash by ThunderWorks provides the calmest, safest freedom a dog may ever know on a walk.

DURHAM, NC- [ThunderWorks](#), the pet anxiety experts and makers of award-winning solutions like the ThunderShirt and ThunderLeash, has recently introduced their newest product, Dial-A-Distance.

Retractable leashes are great for giving dogs more exercise and freedom on walks, but if you get distracted for even a moment, your dog could lunge into danger before you even get your thumb on the manual brake.

Now there's new peace of mind with ThunderWorks' latest innovation, Dial-A-Distance. Simply press and turn the dial to select whatever maximum range is best for your environment. You can choose from 0 to 15 feet. The leash extends and retracts just like standard retractable leashes as long as your dog stays within the max range you set. But if your dog tries to go beyond that range, Dial-A-Distance's patent-pending design will automatically brake.

"Dial-A-Distance is the first retractable leash in the market to provide this great safety feature," said Phil Blizzard, founder of ThunderWorks. "Even for the most attentive dog walkers, momentary distractions are inevitable. This leash will help make sure your dog stays within a safe range."

Dial-A-Distance is lightweight, compact and durable, tested to hold over 275 lbs. of pulling force. It's also very easy to use with a comfortable rubber grip handle, and traditional manual brake thumb button. Dial-A-



Distance is offered in one size for dogs up to 55lbs and a \$49.95 MSRP.

ThunderWorks is currently accepting pre-orders for Dial-A-Distance, and will be featuring the product at Global Pet Expo 2017 in Orlando, Booth #2747. Additionally, the company launched a Kickstarter Campaign to help grow organic consumer and retailer support for Dial-A-Distance that can be viewed and shared [here](#).

For more information about pet-related anxiety or product information, visit www.ThunderWorks.com. If you are a member of the media and would like more information about ThunderWorks, or Dial-A-Distance, please contact Kerry Sutherland at K. Sutherland PR, Kerry@ksutherlandpr.com or (775) 360-6101.

About ThunderShirt and ThunderWorks

Founded in 2009 in Durham, NC, ThunderWorks' mission is to bring relief to the millions of dogs, cats and their families struggling to cope with anxieties. The patented ThunderShirt applies a constant, gentle pressure to a dog or cat's torso creating a wonderful calming effect for most users. ThunderShirt has already helped millions of dogs and cats across the country and around the world. The company also donates thousands of ThunderWorks products and funding to rescue groups and shelters to help these organizations better manage their anxiety cases and find permanent homes.

Products are sold at www.ThunderWorks.com and by retail stores, veterinarians, trainers and kennels across the country.

Online: ThunderWorks.com

Facebook: facebook.com/ThunderShirt

Twitter: [@ThunderShirt](https://twitter.com/ThunderShirt)

Instagram: [@ThunderShirtCompany](https://instagram.com/ThunderShirtCompany)

Pinterest: pinterest.com/ThunderShirt

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ThunderWorks Introduces ThunderSnap Leash

Innovative quick-connect by ThunderWorks makes attaching this leash a Snap!

DURHAM, NC- [ThunderWorks](#), the pet anxiety experts and makers of award-winning solutions like the ThunderShirt and ThunderLeash, has recently introduced their newest product, the ThunderSnap leash.

Small conveniences can be incredibly satisfying, and once you use the leash with ThunderSnap, you may never want to use the old standard “bolt-snap” connectors again!

The standard “bolt-snap” connector has been a staple of dog leashes for decades, but they require two hands to connect to the collar which can be frustrating for an excited dog (and when is a dog not excited about a walk!?), small dogs, or stiff finger joints. You also have to make sure that you don’t accidentally hook to one of the dog-tag rings that may break with just a few pounds of pressure.

Not with ThunderSnap! This patented design uses powerful magnets to pull the connector together, and then steel ball bearings to hold it together, withstanding over 300-lbs of pulling force. When time to remove the leash, simply grab the release slide with two fingers, and it quickly and easily disconnects.

“We are really excited about ThunderSnap. This very clever design is so easy and satisfying to use,” says Phil Blizzard, CEO of ThunderWorks.



“It’s addictive! And so convenient. You may find yourself connecting and disconnecting it over and over again just for the pleasure of it.”

ThunderWorks is currently accepting pre-orders for ThunderSnap, and will be featuring the product at Global Pet Expo 2017 in Orlando, Booth #2747. Available in two sizes, small and med/large for dogs from 15 to 100 lbs, and retails for \$29.95.

For more information, visit www.ThunderWorks.com. If you are a member of the media and would like more information about ThunderWorks, or ThunderSnap, please contact Kerry Sutherland at K. Sutherland PR, Kerry@ksutherlandpr.com or (775) 360-6101.

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