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FitPAWS® ANNOUNCES THE LAUNCH OF THE FlexiPAWS CLOUD AT GLOBAL PET EXPO'S TRADE SHOW

Denver, CO, USA, February 10, 2020 –

FitPAWS® President, Jeanne Dailey announced that FitPAWS® is unveiling the newest addition to the FitPAWS® fitness pet product line at Global Pet 2020, February 26-28, in Orlando, FL. FitPAWS® and Flexiness have teamed up to bring you the FlexiPAWS Cloud. The Cloud is a “must have” for every Canine Gym. The Cloud helps build core muscles, body awareness, and balance for dogs of all ages and breeds. Plus, balance training is a fun way to build a stronger bond with your dog and teach a new behavior. Keep fitness fun, reduce stress, burn excess calories, and provide a healthy “job” for your dog with the FlexiPAWS Cloud.

The FlexiPAWS Cloud is available through FitPAWS Dealers, online retailers and local pet supply shops. FitPAWS® says that the product will normally retail for \$114.95 each but will offer an **INTRODUCTORY price** of *\$72.42 if you place an order during Global Pet. Media and buyers attending the show can visit FitPAWS® at **BOOTH # 5349** and pick up their own Cloud or have it drop shipped to an address of choice.



Global Pet Expo, the pet industry’s largest annual trade show, is presented by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA). It is the largest pet products trade show in the United States showcasing miles worth of pet products, more than 3,000 product-launches and hundreds of first-time exhibiting companies. Global Pet Expo is ranked one of the top 100 trade shows in the nation by Trade Show Executive.

In 2010 FitPAWS® arrived in the canine market after discovering that canine rehabilitation professionals were using human products to condition and rehabilitate dogs. Dog sports and fitness continues to grow in popularity throughout the US and beyond. To meet the needs of the canine market, professional-grade heavy-duty materials were developed and formulated into FitPAWS® products to meet **dog-specific** standards. The goal of the FitPAWS® brand is to discover, develop and deliver innovative canine fitness, rehabilitation, performance products and services to help dogs live healthy lives.

**while supplies last*