

OUTWARD HOUND Raises The Woof At Global Pet Expo 2020

Multi-Brand Company Launching New Booth And Innovative New Products From The Best Brands In Pet

ORLANDO February 26, 2020 – Visitors will know they are barking up the right tree when they visit OUTWARD HOUND today at the 2020 Global Pet Expo. The platform company's newly unveiled booth space is modeled after a dog park, complete with experiential product demonstrations, new product launches and a faux-grass surface for pets lucky enough to attend the world's largest pet industry trade show.

In addition to the new space, OUTWARD HOUND announced the launch of WHOLESOME PRIDE Raw Freeze-Dried Dog Treats. These new treats contain only 3 ingredients, perfect for pet parents looking to simplify their dogs' snacking. Made in beef, salmon, and chicken flavors, WHOLESOME PRIDE Raw Freeze Dried treats are available now nationwide from WholesomePride.com and through select online retailers.

"We've found that pet parents want to feed their dogs treats with fewer ingredients that are higher in quality" said Kyle Hansen, Chief Woof Officer at Outward Hound.

"Wholesome Pride Raw Freeze Dried treats give consumers a healthy option that's freeze dried to preserve freshness and nutrients."

OUTWARD HOUND also announced the launch of 3 new PETSTAGES cat games by NINA OTTOSSON. These games are perfect for curious cats that need extra stimulation in the house. The Melon Madness Puzzle and Play toy has six hidden treat compartments, which is perfect for cats to exercise their natural curiosity and foraging instincts.

"Our Outward Hound dog games by Nina Ottosson have been a huge hit," said Michael Parness, Chief Marketing Officer at Outward Hound. "We quickly noticed on social media that many cats were using the dog games and tagging us in their photos and videos. It was obvious that there is a vast untapped market for cat treat puzzles."

Also launching at the show are OUTWARD HOUND Hidden Surprise Toys, a new line of plush toys for dogs that brings the unboxing trend to the pet category. These "mystery" boxes will delight pet parents, kids, and their pets with a surprise toy in every package. The new products will be available at select online and brick and mortar retailers in March 2020.

About OUTWARD HOUND

Outward Hound® is a Prospect Hill Growth Partners Portfolio Company that is an award-winning innovator, creator, manufacturer and distributor of the highest quality toys, games, gear and feeders for dogs and cats. Outward Hound is headquartered outside of Denver in Centennial, CO. For more, visit [OutwardHound.com](https://www.OutwardHound.com) and follow [@OutwardHound](https://www.instagram.com/OutwardHound) on Instagram.