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CONTACT:
Natalie Hennessy
562.505.2373
Natalie.Hennessy@PetPlay.com



P.L.A.Y. Debuts First Made in USA Toy Collection at Global Pet Expo *Durable Toys, Guaranteed to Give Dogs the Zoomies!*

SAN FRANCISCO, CA (February 20, 2020) – P.L.A.Y. (Pet Lifestyle and You) is excited to debut its **first USA-made toy collection** at this year's Global Pet Expo in Orlando, FL (booth #2245). Designed with active dogs in mind, the **ZoomieRex™ Collection** is guaranteed to give dogs the zoomies and withstand any rambunctious play time including games of fetch at the beach and tug-of-war at the park.

No play session is complete without a ball and our **ZoomieRex™ IncrediBall** is floatable, making it the perfect toy for both land and sea. Keep your furry friend on their paws with every throw with its amazing bounce ability and then marvel as it transforms into a tasty enrichment toy by adding your pup's favorite treats into the opening! Add a twist to your next game of tug-of-war with the **ZoomieRex™ FantasTug**. Its infinity design allows you to easily throw this toy and one of its super powers is its ability to float, so be sure to take it with you on your next beach day to toss around in the sand and waves. You'll be your furry friends' hero when you surprise them with a **ZoomieRex™ InfiniDisc**! Watch it soar through the sky and challenge your pups to new heights with its lightweight and durable design. Every dog deserves a super cool toy, so activate your zoomies and pick one up today or collect all three spectacular toy shapes, which are available in two sizes.



"After an extensive search, we selected a USA manufacturing partner based on their substantial technical expertise, commitment to high quality, innovative and sustainable production," said Sarah Johnson, Account Manager at P.L.A.Y. Pet Lifestyle and You, "as well as dedication to customer satisfaction and willingness to work closely with us on this collection."

P.L.A.Y.'s ZoomieRex™ Collection may be eye-catching, but don't let its vibrant, playful colors fool you as it is designed to keep up with your furry friends during their wildest adventures. Each toy



features a unique swirl pattern and is made from Thermoplastic Elastomer (TPE), which is a rubber-like eco-friendly, FDA approved material designed for durability. In line with its other collections, these toys are certified non-toxic, made with AZO-free dyes, BPA free and RoHS compliant to ensure a safe interaction for pets and parents. For easy cleaning, they are 100 percent dishwasher safe. Toys are available in three fetching shapes and colors and can be purchased individually this March on PetPLAY.com and in local boutiques shortly after.

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P.L.A.Y. Presents Two Entertaining Plush Toy Collections at Global Pet Expo
Because Brunch and Parties are Always a Good Idea, Especially When Your Dog is Included

SAN FRANCISCO, CA (February 14, 2020) – P.L.A.Y. (Pet Lifestyle and You) guarantees dogs will be celebrating and drooling over its Party Time and Barking Brunch Plush Toy Collections launching at Global Pet Expo in Orlando, FL (booth #2245) this February. As soon as these new collections hit the shelves, they will have the hippest pups around tail-wagging with excitement!

You can't have a celebration without a touch of P.L.A.Y., so bring on the festivities with this new Party Time Plush Toy Collection! Decorate the room with balloons that will never float away, fill up the goodie bags with fun unraveling party horns and make sure your fur babies are wearing their party crowns while they open their presents so they feel extra special. No party is complete without a tasty cake, especially one that never goes bad and breaks into slices to share with your friends. With a toy set like this one, your furry friends won't want the party to end!



"It's no secret that we love food at P.L.A.Y.," said Lisa Hisamune, Director of Sales at P.L.A.Y. Pet Lifestyle and You, "and we show it by making fun food-shaped toys so that our dogs can take part in our favorite meals."



P.L.A.Y. is serving up a tasty selection of egg-cellent options with its Barking Brunch Plush Toy Collection because brunch is always a good idea. Now your pup and their friends can brunch with you and cheers to play time with a Bloody Mary while nomming on a buffet of a flaky croissant, eggs benedict, chicken and waffles and avocado toast. These toys are packed with hidden, mouthwatering features and will have your furry friend asking for seconds in no time!

In line with our other popular plush toy collections, these toys are eco-friendly and stuffed with P.L.A.Y.'s certified-safe PlanetFill® material made from 100% post-consumer recycled plastic bottles. For easy cleaning, they are 100 percent washer and dryer friendly. Toys will be available individually or in gift box sets this March on [PetPLAY.com](https://www.petplay.com) and in local boutiques shortly after.

About P.L.A.Y.

P.L.A.Y. is the creator and designer of stylish and eco-friendly pet bedding and toys. Inspired by Momo, the Chief Pug Officer, as well as our office dogs, P.L.A.Y. strives to create pet products that are unique and tailored to discerning pet parents who are not only looking for products that are great for their dogs and cats, but also tastefully designed for their humans and responsibly made from both environmental and social perspectives. To view P.L.A.Y.'s complete line of award-winning products, visit [PetPLAY.com](https://www.petplay.com).

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