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Global Pet Expo Booth #820

COMING SOON FROM BAMBOO®: NEW FAT CAT TOYS FOR DOGS UNVEILED AT GLOBAL PET EXPO 2008

NORTH HILLS, Calif., (Feb. 14, 2008) – Bamboo, the pet care division of Munchkin Inc., will debut a variety of enticing toys under the Fat Cat, Inc. brand to the pet industry at Global Pet Expo Feb. 14-16 in San Diego.

Be sure to visit Bamboo at booth #820 to see all of the new irresistible toys! New doggie products to debut include:

- **Treat Dispensing Dog Toys** - Designed especially for the hungry dogs in your life, these durable treat dispensing dog toys are just the thing to keep every snack-hound's tail a-waggin'! An irresistible bacon scent is built into heavy-duty rubber to help make treat-time last longer and keep 'em interested long after the treats are gone. Big Piggies™, Little Piggies™ and Pig in a Blanket treat dispensing toys offer something for every hungry doggy you know! Oink, Oink!



- **Big Piggies & Little Piggies Treat Dispensing Dog Toys**

–To entertain your snack-happy dogs, give 'em Big Piggies and Little Piggies treat dispensing dog toys. No snack-sniffin' doggy can resist the irresistible combo of dee-licious bacon scent and durable rubber. What's more, our tough rope makes it easy to toss these piggies around, and for little pups to carry with ease! Big Piggies are for your big, hungry dogs and Little Piggies are perfect for the little tail-waggers in your life!



- **Pig in a Blanket** – This piggy is all wrapped up and ready to go “hog-wild” with your small doggy. This tough rubber treat dispenser is designed to hold your dog's favorite snacks, while providing a most excellent chew toy experience! But that's not all - the supreme scent of bacon is just too much to resist!



- **Vroom Around the Room™ Doggy Laser Toy** - No doggy can resist the wildly wondrous powers of our Vroom Around the Room Doggy Laser. One glimpse of that darn laser beam, and all doggy-dignity is lost. Just hold the button down, point the laser and your doggy will follow! Run outta juice? Just replace the batteries and keep on vroomin'!



- **Turkey Gobblers™** - Let's talk turkey, folks. Our feathered friends are not your average Thanksgiving entrées; they're gobblin' for a good ol' fashioned turkey chew-fest with your dog. Fearlessly floppy, the secret to this chew toy is in the stuffing! Forget the taters 'n cranberries - it's that irresistible warble sound that will bring doggies back for seconds (and thirds!) Gobble! Gobble!



ABOUT BAMBOO & FAT CAT INC.

Headquartered in North Hills, Calif., Bamboo® is the pet care division of Munchkin Inc., a market-leading designer, manufacturer and distributor of baby accessories. Launched in 2004, Bamboo, upholds the Munchkin philosophy by developing clever, innovative pet products that excite, delight and make life easier, safer and more enjoyable for families. Bamboo understands that pets are an integral part of today's family and deserve the same kind of high-quality, safe and innovative products that are created for children. After all, pets are kids too! In 2007 Bamboo acquired Fat Cat Inc., a leading designer of whimsical dog and cat toys – all created to make people & pets laugh. For more information, visit www.bamboopet.com and www.fatcatinc.com.

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