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**BOOTH # 1601**

**FOR IMMEDIATE RELEASE**

## **BAMBOO INTRODUCES FEROCIOUSLY FLAVORFUL™ DOGTOIDS™ AND CATTOIDS™ BREATH MINTS**

*Tasty Treats for Four-Legged Friends*

NORTH HILLS, Calif. (Feb. 9, 2009) – Bamboo, a leading designer and manufacturer of pet care products and toys, announces the launch of its tasty dog and cat treats. DogToids™ and CatToids™ Breath Mints are Ferociously Flavorful™ bite-size treats containing breath freshening ingredients and natural flavors packaged in a convenient travel tin.

- **DogToids™ Breath Mints** – These delectable doggie treats are made with human-grade ingredients and natural flavors including beef, liver and fish that dogs love. They also include parsley to help freshen breath.
- **CatToids™ Breath Mints** – Cats will crave the tasty flavor combination of CatToids Breath Mints, also made with human-grade ingredients and natural flavors such as salmon and liver. They include taurine (an amino acid essential for a cat's health) and parsley to help freshen breath.



Both DogToids and CatToids Breath Mints come in stylish tins that slide easily into a pocket or glove box – ideal for dogs or cats on the go. The treats are made in the U.S.A. and are available now for a suggested retail price of \$4.99 at retailers nationwide.

For more information about Bamboo DogToids and CatToids Breath Mints and other pet products, please visit booth **# 1601** at Global Pet Expo.

**For media inquiries, please contact Formula at 310-578-7050 or via e-mail at [casey@formulapr.com](mailto:casey@formulapr.com).**

### **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](http://www.bamboopet.com) and [www.fatcatinc.com](http://www.fatcatinc.com).

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