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**BOOTH # 1601**

**FOR IMMEDIATE RELEASE**

## **BAMBOO DEBUTS NEW TRAVEL PRODUCTS**

*Company Introduces Innovative and Colorful Solutions for Pet Owners on the Go*

NORTH HILLS, Calif. (September 8, 2008) – According to the Travel Industry of America, 29.1 million Americans have traveled with their pets within the past three years. To meet the rising demand for travel-friendly pet products, Bamboo®, a leading designer and manufacturer of pet care products and toys, announces a series of innovative travel items designed to accommodate your pets outside of your home.

“Pet owners today consider their dogs and cats to be part of the family and are more likely to bring them on vacations or extended weekend trips,” said Amy Osete, vice president of marketing, Bamboo. “Similar to how parents prepare a travel bag for their children, Bamboo offers pet owners well-designed products that will cover basic needs on the road such as feeding and waste disposal.”

Remaining true to the Bamboo philosophy of taking ordinary products and improving them with enhanced functionality, the new travel products from Bamboo provide unique solutions addressing feeding and waste disposal. For more information about Bamboo products visit booth **# 1601** at Global Pet Expo.

**Silicone Travel Bowls** – Designed to keep pets hydrated and fed while on the road, these collapsible feeding bowls are made of durable, non-porous, BPA-free silicone and conveniently collapse to less than half an inch, making them great space-savers and easy to pack. The one cup version is small enough to fit in a back pocket, yet big enough for mid-sized pups. The larger three cup version fits easily into a travel bag or glove compartment. They are ideal for pets and pet parents “on the go” and are available in a variety of bright colors for a suggested retail price of \$5.99-\$9.99.



**ARM & HAMMER® Disposable Waste Bags & Dispenser** – Bamboo has partnered with the maker of ARM & HAMMER baking soda to offer a fresh new way to pick up after your pets. The ARM & HAMMER Disposable Waste Bags & Dispenser comes with 24 baking soda and lavender infused bags to naturally eliminate odors. They are perfect at home or on the road and are great for kitty litter pick-ups too. The unique dispenser is designed to attach easily to a leash, bag or belt loop and the reinforced bags are extra large and easy to tie. They are sold in a variety of bright colors for a suggested retail price of \$6.99. Refill rolls are also available.



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**ABOUT BAMBOO & FAT CAT INC.**

Headquartered in North Hills, Calif., Bamboo<sup>®</sup> 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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