

# News Release

**DATE:** August 19, 2009

**CONTACT:** Kjell Ottesen, President, 919-616-0532, [kjell@springeramerica.com](mailto:kjell@springeramerica.com) or Ellen Zimmerman, President, The Zimmerman Group, 540-722-8888, [ez@zimm.com](mailto:ez@zimm.com)

## **Springer Bicycle Attachment Chosen by L.A. Firm For Dog-Loving Hollywood Celebs**

### **Distinctive Assets Invites Springer America to Participate in HOLLYWOOF A-List Doggie Bag Promotion**

Raleigh, NC – August 19, 2009. The Springer dog exerciser, available from [Springer America](http://www.springeramerica.com), was chosen by Distinctive Assets, a Los-Angeles-based product placement firm, to be included in HollyWOOF, a special promotion for celebrity dog-lovers that brings together unique pet products in A-List Doggie Bags for such stars as Rachael Ray, Oprah Winfrey, Ellen DeGeneres, and Drew Barrymore.

Used successfully by 600,000 dog-loving bicyclists, mushers, and K9 corps around the world, the Springer bicycle attachment allows cyclists to safely exercise themselves and their pets at the same time.

Known for their exclusive gift bags at such events as the GRAMMYs, Distinctive Assets will also give Springers to Tori Spelling, Charlize Theron, Alicia Silverstone, Miley Cyrus, Ricky Martin, Jai Rodriguez, Paris Hilton, Kathy Griffin, Drew Barrymore, Mickey Rourke, Hayden Penettiere, Martha Stewart, Katherine Heigl, Rachel Bilson, Amanda Bynes, Denise Richards, Mischa Barton, Nicole Ritchie, Fergie, Ellen DeGeneres, Glenn Close, Hillary Duff, and Jessica Biel/Justin Timberlake.

Springer America president, Kjell Ottesen, said, “It was an unexpected surprise to be chosen by Distinctive Assets to be part of HollyWOOF. We are very excited that these stars will have a chance to discover another great way to stay fit and healthy that’s also so much fun. And, by riding their bikes with their dogs, they’re helping their pets stay healthy, too. We believe that they will value an activity that combines fitness and bonding time with their best buddies.”

Springer America invites the public to go to <http://www.springeramerica.com/SpringerStarPick.asp> and choose which stars they think will be most likely to love the Springer. On October 1, one commenter will be chosen at random to receive a free Springer.

The Springer uses a low-mounted, heavy-duty steel spring to absorb up to 90% of the force of a dog's unexpected tugs, allowing bike riders to keep their balance, while protecting their dogs from traffic, pedals, and wheels. In addition, the patented safety release frees the dog instantly if he gets caught around a tree or hydrant.

Manufactured in Norway, the Springer offers easy installation and an option to exercise two dogs simultaneously. Springer fits most regular, touring, and mountain bikes. All Springer components carry a 30-day money back guarantee, with a limited lifetime warranty on all metal parts.

To see the Springer in use, watch the [QuickTime movie](#). For more information about Springer, visit [www.springeramerica.com](http://www.springeramerica.com).

To learn more about HollyWOOF, follow us on [Twitter](#) and [Facebook](#) or contact Kjell Ottesen ([kjell@springeramerica.com](mailto:kjell@springeramerica.com)) or Ellen Zimmerman ([ez@zimm.com](mailto:ez@zimm.com)).

###

### **About Springer America**

Named exclusive North America importer in 2009, Springer America sells a full line of Springer products – including the new black and traditional chrome models and the Springer Arm that allows a cyclist to add a second Springer and ride with two dogs – through its website, [www.springeramerica.com](http://www.springeramerica.com).

Springer America is based in Raleigh, North Carolina. President Kjell Ottesen, a native Norwegian who moved to the United States ten years ago, welcomes inquiries from retailers and consumers.