

News Release

DATE: April 27, 2010

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Springer America Unleashes Dog Exerciser at Global Pet Expo

Free Drop Shipping and New Video Boost Interest from Resellers

Raleigh, NC – April 27. Springer America, exclusive distributor of the Springer Dog Exerciser in the US and Canada, recently announced positive results from attendance at Global Pet Expo 2010 held last month in Orlando, Fla.

Springer America President, Kjell Ottesen, who exhibited in partnership with the Norwegian manufacturer of the Springer, reported inquiries and purchases from retail pet stores, veterinarians, pet boutiques, and rescue groups interested in using the Springer to exercise their dogs.

One significant trend is the burgeoning growth in sales to Canada. In 2009, Ottesen reports, 10% of total sales were to Canadian businesses. So far in 2010, that share has doubled to 20%, with frequent contacts still coming in from new Canadian resellers who discovered Springer at Global Pet Expo.

When asked what key differences Ottesen noticed at this year's event, he commented that, "People were captivated by our new video – available at http://www.springeramerica.com/photo_library.asp – demonstrating the versatility of the Springer and its many safety features."

"In addition," adds Ottesen, "online stores were extremely interested in our free drop-ship program."

According to sources from Global Pet Expo (http://globalpetexpo.org/press/pressrelease_detail.asp?id=79), the pet industry's largest annual trade show, this year's event brought together record-breaking numbers of representatives from leading retail chains, pet superstores, mass-market retailers, distributors, wholesalers, and independent retailers. They reported that total attendance was up 10%, with media attendance up 56%.

Based on these data, industry spokesperson Andrew Darmohraj, Senior Vice President of the American Pet Products Association (APPA), said that, "the success of this year's

show sends a solid message that the pet industry is resilient and that pet owners, now more than ever, value their pets as a member of the family.”

Springer America, based in Raleigh, N.C., sells a full line of Springer products at www.springeramerica.com, including the Chrome Springer Bundle with two arms that enables cyclists to ride with multiple dogs. The Springer sells to consumers for \$89 via their website. Resellers and distributors are invited to contact Ottesen about wholesale rates at 919-616-0532 or kjell@springeramerica.com.

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