

## P.L.A.Y. PET LIFESTYLE & YOU

San Francisco, CA

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GLOBAL PET EXPO BOOTH 1840

**IN THEIR OWN WORDS:** You're not seeing double; your favorite Barking Brunch and Party Time Toy Collections are now available in mini sizes! After seeing the joy our mini Garden Fresh and American Classic sets brought to tiny dogs everywhere, we decided to keep shrinking down our popular lines to fill your shelves with a bigger selection of smaller dog toys featuring the same amount of fun, quality construction and cool features. Not all dog toys are created equal, but ours are!

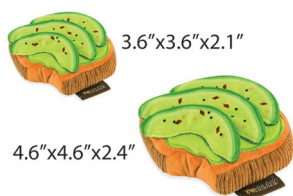
**WHAT MAKES THIS PRODUCT SPECIAL?** Small, but mighty – that's how we describe our mini plush toy lines. Retailers and consumers alike will appreciate these thoughtfully constructed and photo-worthy small dog toys that feature the same functionality and quality as their best-selling predecessors. These toys are a must-have for any pet parent with tiny pups!

**WHAT THEY'RE KNOWN FOR:** P.L.A.Y. creates beds, toys and lifestyle gear for modern pet parents. We love great design. We care about the planet. And we are obsessed with animals!

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**1.** Party Time Collection: Mini toys are 30% smaller than P.L.A.Y.'s original medium-sized toys.

**2.** Barking Brunch Avo-doggo Toast Toy is delightful in either size. **MSRP:** \$7.90 (Mini) \$10.50 (Medium)

**3.** When it's time to "paw-ty," Party Time Bone-appetite Cake Toys are the perfect accompaniment. **MSRPs:** \$8.90 (Mini) and \$13.90 (Medium)

**RETAILER REVIEW:** "P.L.A.Y. toys have been a huge hit at Bend Pet Express! It's always a mad dash when our order comes in, the employees are always so excited to buy them for their own pets and display them for all of our furry customers!" — *Stephanie Wright, Bend Pet Express, Bend, OR*

**FOR MAXIMUM BENEFIT, SHARE THIS WITH  
YOUR SALES STAFF**