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Media Contact: John Cullen
Bulldog Marketing & Sales, Inc.

Phone: 855-456-4738

john.cullen@bulldogms.com



HERO Dog Toys Launches Heaviest Natural Rubber Ball at SuperZoo

Line Expands its Durable Natural Rubber Offerings

(Las Vegas, NV) August 2, 2016 – Caitec (www.caitec.com) officially announced today the launch of six (6) new natural rubber items in the HERO brand dog toy line. The items will be among Caitec’s total of nineteen new products introduced at this year’s SuperZoo show, booth #13077. Leading the pack is a **one pound rubber treat ball**. This ball is one of the heaviest dog toys available in the market! The rubber lineup also includes a unique rolling tug, a durable ring among others. HERO is a full line of over one-hundred innovative dog toys that inspire play in dogs. It uses the latest advances in durable materials, design and manufacturing to create functional dog toys that spark interaction between dogs and their humans. The line is now available nationwide through major retailers and distributors.

“Play and interaction are very important but so is durability,” says Terry Gao, President of Caitec. “We know consumers want dog toys that last, providing superior value. We are expanding our natural rubber line with this in mind.”

In addition to being durable, the new items have first-of-their-kind bone-shape inspired, **Dogernomic™** nubby handles that help dog catch, chew and hold them for hours of playtime fun.

The new Natural Rubber items showcasing at SuperZoo are...

<p><i>HERO 1LB Natural Rubber Treat Ball</i></p>		<p>Weighs 1 lb! Features Dogernomic handles. Heavy & highly durable. Can be used with treats.</p> <p>4" diameter.</p>	<p>MSRP: \$19.98</p>
<p><i>HERO Natural Rubber Rolling Tug</i></p>		<p>First tug that rolls in a straight line! Features Dogernomic handles. Heavy & highly durable. Perfect for a fun game of tug-o-war.</p> <p>10" x 5"</p>	<p>MSRP: \$19.98</p>
<p><i>HERO Natural Rubber Ring</i></p>		<p>Throw, toss or chew. Features Dogernomic handles. Heavy & highly durable.</p> <p>5" Diameter</p>	<p>MSRP: \$11.99</p>

To see the new items in person and to learn more about the HERO brand line of dog toys, visit Caitec at SuperZoo, booth #13077, visit www.herodogtoys.com or call 888-338-2473.

About HERO Dog Toys

The HERO mission is to inspire the hero in every dog and strengthen the bond between people and their pets with innovative toys. The toys are developed by expert designers to fulfill a dog's need for interaction, fetching, foraging and fun. Our goal is to provide intense play and to provide hours of pet (and people) enjoyment and fulfillment. To learn more, visit www.herodogtoys.com.

About Caitec Corporation

Founded in 1992, Caitec Corporation has been leading the way in pet product innovation by offering pet owners a wide range of high-quality, affordable pet products. Caitec's tradition is creating *Innovations in Pet Care for a Better Way of Life*. To learn more, visit www.caitec.com.