



NEWS RELEASE

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For Immediate Release

SuperZoo Completes Another Record-Breaking Show

Monrovia, CA — SuperZoo continues its trend of explosive growth with another resoundingly successful show. This year's event, held at the Mandalay Bay Convention Center in Las Vegas, welcomed more attendees and exhibitors than ever. A direct reflection of the booming pet industry, SuperZoo solidified its status as the premier national event for pet retailers of all sizes.

[SuperZoo](#) experienced unprecedented growth in attendance, exhibitors and square footage for the 4th consecutive year. The 2013 event attracted 9% more attendees than 2012 and 982 exhibitors, while covering an astounding 191,524 square feet of floor space. "We work hard to add value to the show each year," says [World Pet Association](#) President Doug Poindexter. "It's so gratifying to see the pet industry respond with such enthusiasm."

The record-number of exhibitors meant more new-product debuts than any event in the show's history. SuperZoo's innovative "neighborhood" floor plan and New Product Showcase made it simple for attendees to find these amazing new releases. From backyard chicken coops—one of the hottest trends sweeping in North America—by Precision Pet Products, to Pet Fly's sleeper sofa, the first customized convertible sofa bed designed for furry friends, there were future best-sellers for every pet category. Also on tap were Yappy Hour Vineyard's non-alcoholic gourmet dog wine, Barkworthies' natural rawhide and antler chews, and Bio Bubble's convertible pet habitats.

Select exhibitors were rewarded for their innovative efforts through the Best New Products of 2013 awards. Winners were chosen across nine categories, including Best in Show. This year's honorees include:

- **Overall Best in Show**
 1. iFetch – iFetch
 2. PetChatz – PetChatz
 3. The Company of Animals – GREEN Interactive Feeder Puppy
- **Aquatic**
 1. BioBubble Pets, LLC – BioBubble Premium Generation 3
 2. RefinedKind Pet Products - Zooquariums
 3. Zoo Med Labs, Inc. – Aquasweep Filter Attachment
- **Bird**
 1. Volkman See Factory – Petamine Song Food
 2. A&E Cage Company – Natural Java Wood Bird Toys
 3. Lafeber Company – Senior Nutri-Berries
- **Cat**
 1. CatMan-Doo – CatMan-Doo Toilet Seat for Cat
 2. Rolf C. Hagen USA Corp. – Catit Design Senses
 3. The Company of Animals – GREEN Interactive Feeder Cat
- **Dog**
 1. iFetch – iFetch
 2. PetChatz – PetChatz
 3. The Company of Animals – GREEN Interactive Feeder Puppy
- **Equine**
 1. Spurr's Big Fix – Spurr's Big Fix
 2. Espree Animal Products, Inc. – Espree Equine Care
 3. Matrix Healthwerks Inc. – Equine Matrix
- **Grooming**
 1. Espree Animal Products, Inc. – Bark Art Blow Pens
 2. Fetch... For Pets! – Burt's Bees
 3. Doggone Cute, Inc. – Kerchiefs, Bowties, Hair Bows
- **Miscellaneous**
 1. The Handy Camel – The Handy Camel Bag Clip
 2. Tightpac America, Inc. – PAWVACS
 3. Fetch...For Pets! – Shout for Pets/Arm & Hammer
- **Reptile**
 1. BioBubble Pets, LLC – BioBubble Terrarium Riser
 2. Timberline Live Pet Foods – Vita-Bugs
 3. Zoo Med Labs, Inc. – ReptiHabitat Kits - 40 gal
- **Small Animals**
 1. Critter Mazes – Critter Mazes
 2. Oxbow Animal Health – Harvest Stacks
 3. BioBubble Pets, LLC – WonderBubble Wonder Kits

In addition to the massive collection of products, attendees flocked to SuperZoo for [SuperZoo University](#), known as the best education program in the business. Over the

three days of the event, participants packed the SuperZoo U sessions and for the first time SuperZoo University presented a Monday half-day Boot Camp, Marketing Your Retail Pet Store presented by Bob Negen, WhizBang! Training.

The buzz on this year's show floor was about the new SuperZoo Concept Store. A 2,400 square foot exhibit of the ideal modern retail environment. Outfitted with the latest in display and merchandising techniques, plus an innovative point of sale system, the Concept Store helped attendees generate ideas for their own retail outlets.

Another huge draw for SuperZoo attendees was the [Groomer SuperShow](#). From the Rescue Rodeo to the Creative Styling event, competitors brought their grooming "A-game" in hopes of winning cash prizes and helping pet rescue organizations. The big event at the Groomer SuperShow was the Tom McLaughlin Super Jackpot, where Jackie Boulton of Mucky Pups, took home first prize and \$10,000. [Click here](#) for the complete list of Groomer SuperShow winners.

SuperZoo 2013 was a major business-building event. But on Wednesday July 24, business took a back seat as Huey Lewis and The News played exclusively for SuperZoo attendees at the House of Blues. A portion of the proceeds from the show benefitted the Pets in the Classroom Program.

More cutting-edge products. More motivated pet retailers. More inspiring exhibits. SuperZoo 2013 was bigger than ever. Next year, the WPA looks forward to even greater results as SuperZoo returns to the Mandalay Bay Convention Center on July 22-24, 2014. To learn more and keep up with the latest developments for SuperZoo 2014, visit www.SuperZoo.org.

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The [World Pet Association \(WPA\)](#) is the oldest industry organization promoting responsible growth and development of the companion pet and related products and services. WPA works to inform and educate the general public in order to ensure safe and healthy lifestyles for our animal friends. WPA is the host of America's Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa

Mesa, California and the Aquatic Experience, held in Chicago, Illinois. The organization also produces SuperZoo, an annual pet industry trade show that showcases a comprehensive collection of exhibits and offers a variety of informative educational seminars. SuperZoo 2014 will be held at the Mandalay Bay Convention Center in Las Vegas, Nevada July 22 – 24.