



FOR IMMEDIATE RELEASE

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Poochie-Pets Introduces New Merchandising Display

-New fence-style floor display holds over \$3,000 in retail product.-

SIMSBURY, CT. (February 17, 2011) – Connecticut-based Poochie-Pets, LLC has expanded its retail display offerings with a three-sided, fence-style, swivel floor fixture. Made in the USA, this features Poochie-Pets' collars, leashes, LeashLink™, Poochie-Bells®, decorative hooks and LeashLink™ accessories.

Measuring 13" wide by 66" high and weighing 25 pounds, Poochie-Pets' fence-style display holds over \$3,000 (retail) in Poochie-Pets' products, while covering less than two-square feet of store space. Designed to replicate a picket-fence with a garden theme, details include signage identifying each product category, plastic shelves and hooks, and decorative "danglers" to draw customers toward the display. A cut-out of Oscar, the company's mascot, sits on top of the display.

Display value is \$175 and is free when the company's suggested fixture fill of is ordered. For more pricing information, please call Poochie-Pets at 860-408-9003.

For more information, images or product samples contact Dianne Howles at Poochie-Pets, LLC 860-408-9003 or dhowles@poochie-pets.net.

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