



New Clip-on Furbitz™ Leash Badges Express Unique Style of You and Your Pooch

-Makers of the original Poochie-Bells® Launch New Dog Product-

SIMSBURY, CT (March XX, 2011)—The family dog and owner are connected in so many ways, and now their relationship and lifestyle can be captured with a new-to-market clip-on leash badge. Poochie-Pets LLC, the first to launch a designer dog doorbell, has announced the debut of Furbitz™ soft, non-toxic, weatherproof, dimensional badges that show off the personalities of any dog owner and pet, and easily and securely clip onto almost any style leash.

In only a few weeks since its launch, Furbitz has already landed in six states in the U.S. Furbitz comes in 12 unique styles and messages, with another 12 styles launching in June. Each badge sends a specialized message about pets and their owners that shouts out right from a leash. The clever and witty phrases include Dirty Dog, Royal Pooch, Best Friend and even Muttini for those pet owners who have hit the 5 o'clock mark and are ready to kick back with their pooch. Already, the Furbitz “Rescued” badge has become so popular that it is on back order.

“The idea behind Furbitz is to bring out the fun, personal expression of a dog and its owner,” said Furbitz founder, Cheryl Pedersen. “When the concept first came to me, I noticed that there was nothing else like it in the marketplace. I envisioned creating a product that everyone could identify with, one that would easily connect to a leash, one that would bring some flair and note a characteristic of the dog owner and/or the dog. Furbitz delivers fun, iconic images that capture the spirit of connecting and of sharing a message about ourselves and our favorite alter-egos, our pooches.”

The Furbitz collection hit the ground running with the product’s launch at the 2011 Global Pet Expo. The distinctive badges have already been well received by retailers and can be found in Connecticut, Massachusetts, New Jersey, Florida, Kentucky, New York and Canada. Furbitz can also be found at www.furbitz.com and retails for \$8.95 a badge.

To schedule an interview with Furbitz founder, Cheryl Pedersen, please contact Joanna Smiley at 760.703.3136 or Joanna@fetchingcommunications.com.

About Furbitz

Furbitz is a newly-launched product that lets pet owners bring out their dogs' personalities with non-toxic, weatherproof resin discs that clip onto virtually any leash type securely and safely. Furbitz is currently available in 12 styles. An additional 12 styles will be available in June, and the collection will continue to expand. Currently, Furbitz can be found in retail stores in 6 U.S. states and in Canada. Consumers can also purchase Furbitz online directly at its website. Each badge retails for \$8.95 and matches the unique traits of every dog and owner. For more information, visit www.furbitz.net and join the Furbitz community on Facebook at <http://www.facebook.com/furbitz> and Twitter at <http://twitter.com/furbitz>.

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