

Contact: Jo Hunt/Natalie Ness
DeLyon-Hunt & Associates
1444 Aviation Blvd., Suite 101
Redondo Beach, CA 90278
(310) 374-6893
jo@delyon-hunt.com

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It's Recyclable too!

**BOUNCY, BUOYANT AND GUARANTEED TO LAST!
ZOGOFLEX™ TOYS ARE PERFECT FOR PLAYFUL & TOUGH CHEWERS**

BOZEMAN, Mont. (March 30, 2007) – West Paw Design's® new Zogoflex™ dog toys are a perfect fit for dogs of all sizes. Zogoflex, including Huck, Zisc and Hurley, is strong enough to last through endless hours of fetch or rough housing. All of Zogoflex products are made with nontoxic, durable and pliable material that can also be recycled. Its buoyancy and bright colors assure no dog will lose sight of his new favorite toy whether at the park or in the swimming pool.

“West Paw Design makes it a priority to manufacture the highest quality pet toys on the market,” said Spencer Williams, president of West Paw Design. “Something new and different for dogs, Zogoflex chewable and flexible material, will keep your dog occupied for hours.”

West Paw Design stands behind the Zogoflex toys with a total guarantee. If a dog is capable of chewing up the toy, West Paw Design offers a choice of product replacement or money back. Any returned product is recycled into brand new Zogoflex toys!

Perfect as doggie gifts for springtime, the Zogoflex product line includes:

- **Hurley** – All of a dog's favorites in one— ball, stick and bone! Available in size small at 6-inches (MSRP \$9.00) and large at 8.25-inches (MSRP \$12.00).
- **Huck** – Throw after throw, a game of fetch with this unique ball has never been so fun. For dogs of all sizes in small at 2.6-inches (MSRP \$6.00) and large at 3.25–inches (MSRP \$12.00).
- **Zisc** — A tough fast-flying dog disc will keep any dog running for hours. Available in size large at 8.5-inches (MSRP \$13.00).

Each Zogoflex product is available in three bright colors: Fiesta Red, Key Lime and Baltic Blue. Flexible and easy to catch, all toys are soft on a dog's teeth. Not only are Zogoflex products made with recyclable material, each toy can be recycled. Whenever a customer is done with a toy, they simply send it back to West Paw Design and they will recycle it into new Zogoflex toys. West Paw Design's Zogoflex dog toys are available at stores nation wide.

About West Paw Design

Surrounded by the beautiful Rocky Mountains, Mont.-based West Paw Design, established in 1996, continues to pursue its mission to create the highest quality pet products on the market. Created and manufactured locally, all products are safe and comfortable for pets with fabrics sourced straight from the clothing industry. While creating products with minimal environmental impact, West Paw Design uses nontoxic, organic or recyclable materials. West Paw Design is proud to do its part to protect the environment by using as much raw product as possible and reducing waste. For more information about West Paw Design and its products visit www.westpawdesign.com.