



Media Contact:
Stephanie Krol
Matrix Partners
773-580-9726 (cell)
skrol@matrix1.com

Say Adios to Boring Dog Toys Puppy Piñata, the Only Plush Toy Stuffed with Treats

February 12, 2009 (NAPLES, FL) - Puppy Piñata, the world's only plush dog toy stuffed with natural treats, is now available for dog owners searching for something to entertain their dog with. The Puppy Piñata is an interactive plush dog toy, which comes pre-stuffed with tasty treats. A "2-in-1" stimulating product, dog lovers no longer need to fumble around stuffing treats into awkward toys.

The Puppy Piñata was chosen by Dr. Marty Becker, "America's Favorite Vet" and resident veterinarian on Good Morning America, as one of the "*Pet Product Breakthroughs of the Year*." The segment can be seen at <http://abcnews.go.com/Video/playerIndex?id=6553066>.

The tale of Puppy Piñata began after years of Jussi De Fazio and his Doberman, Caesar, making trip after trip to the pet store buying dog toys. When a new toy was bought, Caesar played with them for a little while but seemed bored. Caesar was even bored with treats given by hand. With the understanding that dogs want to hunt and catch their prey, De Fazio blended Caesar's favorite hunting game of "Go Find It" with a plush toy and a treat. The idea of a pre-stuffed plush toy was invented.

"The Puppy Piñata answers the growing trend to give dogs a sense of connecting with their primal instincts: search, hunt, work for their food," said Ericka Basile, Marketing Director. "The Puppy Piñata also comes in handy for busy dog owners since we all know an occupied dog keeps out of trouble!"

The product stimulates a dog's natural instinct or their "inner wolf" and gives them the satisfaction of working for the treat, shaking the toy, opening the secret pocket to get to the treat, and then conquering the prey. After eating the treats, dogs often carry the empty Puppy Piñata around for days. They may even sleep with it. After the Puppy Piñata has served its purpose, a new one can be bought and the process starts over. With new flavors and plush toy themes, the Puppy Piñata aims to give dogs worldwide a satisfying "2-in-1" toy plus treat experience.

The debut toy, a plush blue dog named Poncho, houses a special pouch pre-stuffed with delicious beef jerky treats which are infused with healthy Glucosamine (promotes joint health) and Omega-3 (fish oil). Poncho comes in two sizes: for Small-Medium and Medium-Large dogs (for dogs more than 40 lbs). All Puppy Piñata treats are made in the United States.

For more information or to purchase a Puppy Piñata, please visit www.puppy-pinata.com. A portion of each Puppy Piñata sales will be donated to the Society for the Prevention of Cruelty to Animals (SPCA) International.

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866-476-2498
www.puppy-pinata.com

Puppy Piñata LLC ▲ 2210 Vanderbilt Beach Rd. ▲ Suite 1203 ▲ Naples, FL 34109

About Puppy Piñata, LLC

Puppy Piñata is the only interactive “2-in-1” plush dog toy stuffed with a natural treat. The product stimulates a dog’s natural instinct or their “inner wolf” and gives them the satisfaction of working for the prey, shaking the toy, opening the secret pocket to the treat, and then conquering the task. The Puppy Piñata was chosen by Dr. Marty Becker, veterinarian correspondent on Good Morning America, as one of the “*Pet Product Breakthroughs of the Year*”.

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As a company of avid animal lovers, Puppy Piñata is a proud partner of the Society for the Prevention of Cruelty to Animals (SPCA) International. The company donates a portion of all sales to this organization.

Currently, Puppy Piñata is available in two sizes with a natural beef jerky treat flavor. For more information, please visit www.puppy-pinata.com. All Puppy Piñata treats are made in the United States. Puppy Piñata is patent pending and a registered trademark.

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MEDIA NOTE: INTERVIEWS AND PHOTOS AVAILABLE