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**THE NEWEST INNOVATIVE PET PRODUCT FROM HYPER PET™ - COOL DOWN DOGGIE REFRESHING MISTING LEASH**

Wichita, KS, August 20, 2010 – Hyper Pet™, a division of Rose America Corporation, is proud to introduce this revolutionary dog leash. Cool Down Doggie™ emits a refreshing mist of water to cool down your dog during walks. The refillable 10 oz. water bottle attached to the leash allows 12 refreshing misting sprays. The water bottle also provides drinking water for thirsty pet and pet parent. Recommended by long time veterinarian Dr. Charles Hatfield, DVM – “The misting benefit of the Cool Down Doggie leash can reduce the real feel temperature by up to 20°.”

- Trigger control and continuous spray feature
- 5' length
- Easy to store and clean
- Comfort grip
- U.S. & Foreign Patents Pending

Rose America Corp, is an industry leading innovator of professional quality pet and equine products. With over 25 years in the pet industry, it is proud to be recognized as the leader in design, marketing and customer service. Located in Wichita, KS, in the heart of America, the company continues to push the mark higher to develop the best in both private label and branded pet toys and accessories.

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