

Randy Woods, CEO
Hyper Pet, a division Rose America Corporation
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Rose America Corporation is pleased to announce the acquisition of Hyper-Products, a fast growing and widely recognized brand in the interactive pet toy category.

The addition of Hyper-Products enables us to provide our customers with a more comprehensive product line. We are extremely excited about the marriage of these 2 brands. As a result, our new company and brand will change to Hyper Pet.

Hyper-Products was founded in 2004 by Ward Myers, a veteran in the pet industry, who saw a void in the interactive toy category and created family of products backed by a strong brand message. For the past 6 years, Hyper-Products has grown to include a myriad of unique products. Ward Myers will remain active in product development and take on the role of National Sales Manager for Hyper Pet.

Ward's dynamic and talented product development has revolutionized the dog toy category. We welcome the Hyper Pet brand to the Rose America team.

We appreciate the continued cooperation of our customers as we swiftly make this transition.

Sincerely,
Randy Woods
CEO, Hyper Pet