

Durapet® Introduces Fashion Pet Bowls and Brushed Stainless Steel Designs

-Fashion-forward styles join the Durapet® family-

FAIRPORT HARBOR, Ohio (March 16-18, 2011) – *Durapet®*, an OurPet's brand, introduces two new premium pet bowl concepts for pet owners. The first is the new line of *Durapet®* Fashion Bowls featuring three upbeat, colorful themes and the second is the popular *Durapet®* Non-Tip Bowls have received a fashion and utility face lift.

The *Durapet®* Fashion Bowls add an extra dash of fun and style to the premium stainless steel pet bowls. Made from the same heavy-duty stainless steel with the same bonded rubber base as the other premium stainless steel bowls in the *Durapet®* brand, the new *Durapet®* Fashion bowls feature three refreshing themes that give pet parents stylish options for feeding time:

- **Super Hero** – Bright colors, animated words provide a fun and whimsical option at dinner time
- **Keen** – fresh graphics in vintage inspired designs provide a simple, but stylish dining option
- **Full Circle** – classic circle graphics on coordinating backgrounds – white on black or dark brown on light brown provide a design that coordinates with many kitchen styles

Durapet® Fashion Bowls are available in five sizes to cover all dogs: ½-pint, 1-pint, 1-quart, 2-quart and 3-quart. The suggested retail price is \$7.99-\$22.99 and available July 1, 2011 at your nearest retail location.

The next update to the *Durapet®* line is a refresh on the popular *Durapet®* Non-Tip Bowls. The bowls are now offered in a brushed stainless finish with a lower-profile bonded rubber ring. The lower ring enhances the bowl's aesthetic appeal, while still working effectively to keep it from sliding out of place. The shape of the bowl has been improved so that the angle prevents long, floppy ears from landing in the bowl.

The new *Durapet®* Non-Tip Bowls come in an expanded array of sizes, ranging from – extra-small, small, and medium to large, extra-large and jumbo. The six sizes allow the brand to cover all dogs; plus, the smaller sizes are also appropriate for cats. *Durapet®* Non-Tip Bowls have a lifetime guarantee, so pet owners can buy them with confidence. The suggested retail price is \$5.99-\$21.99 and the bowls will available through retailers nationwide starting May 1, 2011.

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About The OurPet's Company

The OurPet's Company was founded in 1995 when it began making the revolutionary *Big Dog Feeder*® raised feeding system. Committed to remaining always on the cutting edge of innovation for the health, safety, comfort and enjoyment of pets, the company is proud to include the following top brands in its portfolio: *Flappy*® dog toys, *Durapet*® Premium Stainless Steel Pet Bowls, *Pet Zone*®, *ecoPure*® *Naturals*, *Cosmic Catnip*™, *SmartScoop*® and *Play-n-Squeak*® cat toys. The OurPet's Company is publicly traded as OPCO (OTC BB). For a full listing of consumer brands, visit www.ourpets.com.

Visit The OurPet's Company at the Global Pet Expo, March 16-18, 2011, at the Orange County Convention Center, Booth #2835. For more information, contact The OurPet's Company at 1-800-565-2695 or visit www.ourpets.com.

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