

NEWS

Hi-res images available upon request



Leaders of the Pack

-Smarter Toys graduate dogs through higher levels of learning-

FAIRPORT HARBOR, Ohio (July 26, 2011) – With tests to determine just about anything, Smarter Toys™ has devised a simple and fun way for smart Samoyeds and brilliant Boston Terriers to show their owners just how smart they are. While it's not quite an intelligence test for dogs, this series of treat dispensing toys is designed to make a dog think about how to get his treats, and allows dogs to graduate through higher levels of learning through a series of more challenging toys.

The Smarter Toys series allows dogs to “graduate” from one learning level (and toy) to the next, beginning with the “Smart” Atomic Treat Ball, and then moving to the “Brilliant” IQ Ball and on to the “Genius” Buster Food Cube.

Atomic Treat Ball – for *Smart* Dogs

This molecule shaped ball is the perfect entry level treat dispensing toy. The asymmetrical shape of the ball causes it to roll in unpredictable directions making it fun for a dog to chase and toss. The hole in the center of the ball dispenses treats or kibble for dinner as it rolls along with each push of the paw or snout.

Atomic Treat Ball challenges dogs to work for their food to stay active and engaged.

IQ Treat Ball – for *Brilliant* Dogs

It looks like a simple treat-dispensing ball, but it goes one step further – it has an adjustable panel inside the ball that determines how easy or difficult it is for a dog to get at the treats. The ball is comprised of two sections, divided by a panel with an adjustable hole. As the dog begins to play with the ball, treats will start to come through the center panel into the clear top half where the dog can see them, forcing him to figure out how to make them come through the top hole, and also how to make more come out of the bottom half! This stimulates a dog's problem-solving abilities, and the pet parent's bragging rights, since most dog owners think their dog is the smartest canine.

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Buster Food Cube – for *Genius* Dogs

The Buster Food Cube is a true puzzle for dogs. Made of durable plastic with a hidden inner chamber, dogs will be challenged for hours to decode this test of treat dispensing genius. Once a dog masters the Buster Cube, it can be adjusted to increase difficulty by rotating the inner cylinder to make the treat opening smaller and more challenging. This is the ultimate in graduate level learning for dogs of all breeds and sizes.

Treat dispensing toys are great for overweight or bored dogs, since the pursuit of the treats encourages play and exercise, which helps to keep them happy and healthy. It may also be used as a way to prevent dogs from eating their food too quickly. This can lead not only to weight issues, but can also cause a serious condition called bloat, which may result in the death of the dog if not treated quickly. Additionally, Smarter Toys are a great way to help alleviate boredom, which can lead to destructive and undesirable behaviors.

Made of sturdy, non-toxic materials, the entire line of Smarter Toys is easy to clean and refill. Each toy comes in two sizes, 3” and 5”; two colors, orange and blue; and is available at pet retailers nationwide. Suggested retail prices – Atomic Treat Ball \$9.99 and \$14.99, IQ Treat Ball \$9.99 and \$14.99, and Buster Food Cube \$ 17.99 and \$22.99.

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.

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Fun Facts about Smart Dogs:

- According to a recent study by Stanley Coren, a canine expert and professor emeritus at the University of British Columbia, the average dog has the mental abilities of a 2-year-old child.
- Dogs can learn 165 words, but some of the more intelligent dogs can learn up to 250 words.
- While they may not be able to help you balance your checkbook, dogs are able to learn simple arithmetic and can count to 4 or 5.
- The social life of dogs is similar to that of a human teenager's, as they are concerned with who is moving up in the pack and who is the most popular.
- Locating valued items, finding better routes, and figuring out how to operate latches (and get treats out of the IQ Treat Ball!) show that dogs have problem-solving skills.
- The smartest dog breeds, according to Coren's study, are Border Collies, Poodles, German Shepherd Dogs, Golden Retrievers, Doberman Pinschers, Shetland Sheepdogs and Labrador Retrievers.
- The least intelligent dogs in Coren's study were Bassett Hounds, Afghan Hounds, Beagles, Bulldogs and Basenjis.