



FOR IMMEDIATE RELEASE
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THE NEW BUSY BUDDY® MAGIC MUSHROOM™ TURNS A DOG'S MEALTIME INTO PLAYTIME!

-The Magic Mushroom helps prevent dogs from consuming their food too fast while providing entertainment and stimulation. -



KNOXVILLE, Tenn. – PetSafe™ is pleased to introduce the new Busy Buddy® Magic Mushroom™ toy and meal dispenser in one. The Busy Buddy® line of dog toys and treats is designed for longer lasting playtime. Each Busy Buddy® toy is created with a unique experience in mind, to help redirect potentially destructive behavior into positive playtime.

The Busy Buddy® Magic Mushroom™ randomly dispenses small portions of a dog's meal instead of giving him full access to an open food bowl. By extending mealtime, the Magic Mushroom™ helps prevent dogs from consuming food too quickly.

The multi-functional Magic Mushroom™ not only slows down food consumption, but also turns mealtime into playtime. As the toy is tipped, flipped and rolled, kibble will randomly dispense to encourage further play. By increasing activity levels during mealtime, the Magic Mushroom™ can be used as a tool to assist with weight management efforts.

To use, simply twist off the base to load with kibble and let the fun begin! Treat dispensing windows under the cap can be adjusted to increase the challenge over time.

The Magic Mushroom™ is dishwasher safe for easy cleaning and is available in two sizes: small for dogs under 20 lbs., and medium/large for dogs over 20 lbs.

For more information about PetSafe® and Busy Buddy®, visit www.petsafe.net or find us on Facebook www.Facebook.com/PetSafeBrand.

About PetSafe® Headquartered in Knoxville, Tennessee, PetSafe leads the industry in the development of innovative pet behavior, containment, lifestyle product solutions and services. Visit: www.petsafe.net.