



FOR IMMEDIATE RELEASE  
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Media Contact: Jamie Brant  
The Impetus Agency 775.322.4022  
[Jamie@theImpetusAgency.com](mailto:Jamie@theImpetusAgency.com)

## Busy Buddy® Rip 'N Tug™ Line of Dog Toys Introduces New Hammerhead Shark and Octopus Styles



KNOXVILLE, TN – PetSafe™ is proud to announce the addition of two new shapes to the **Busy Buddy® rip 'n tug™** product line – the Hammerhead Shark and Octopus.

The new rip 'n tug™ Hammerhead Shark and Octopus offer a different level of fun to the traditional game of tug. Fill the pouch with treats, attach the fabric fastener and tug until treats are revealed! Watch your dog rip open the toy again and again, satisfying his natural instinct.

“The concept is simple really; keep our dogs busy and entertained with positive playtime and it keeps them out of other trouble,” said PetSafe Brand Manager Robin Hawn.

The rip 'n tug™ line of Busy Buddy toys consists of soft, yet durable, toys that will keep your dog's mind stimulated. Fill them with Fido's favorite treats and watch him work for the payout! The new Shark and Octopus styles are both available in two sizes, medium/large, for \$19.99 and small, \$15.99.

For more information about PetSafe® and Busy Buddy®, visit [www.petsafe.net](http://www.petsafe.net) or find us on Facebook [www.Facebook.com/PetSafeBrand](http://www.Facebook.com/PetSafeBrand).

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### 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](http://www.petsafe.net).