



For Immediate Release

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## Himalayan Corporation Launches it's New "Little Sister" at SuperZoo 2016

### About Animaganza:

In early 2015, A.J. Dewey (Chief Design Officer), Suman Shrestha (CEO) and Nishes Shrestha (VP) brought their 36-years of combined experience in consumer product design and manufacturing together to begin developing Animaganza, llc. It is the first sister company of the Shrestha's incredibly successful Himalayan Corporation, the manufacturers of the original, and rapidly growing, Himalayan Dog Chew Company.

Suman Shrestha on the Himalayan Dog Chew Company. *"On September 2, 2007, our first product - Himalayan Dog Chew - was sold at a fair in Bellingham, WA. After producing Himalayan Dog Chew in Nishes' kitchen for three months, the operation moved to Seattle in January 2008. We have moved three more times, and expanded exponentially in the past seven years, and we're still growing. We now distribute to more than 5,000 retailers. As it was when we started, all the innovation, creativity and hard work, is all for the love of dogs."*

Animaganza aspires to become a supreme pet products company known internationally for its innovative, quality, trend-forward products, humanity and ethics towards community and intelligence that fuels our reinvention of how we care and play for our pets.

Under the design and brand direction of Dewey's 20+ years of award-winning experience, Animaganza will never design or launch redesigns of "me too" products that already exist. Another squeaker toy? No. Another stuffed toy? No. A tan pet bed? Please...no, no, no. Driven from Dewey's parallel experience in children's toys and multi-media design and direction, Dewey bring a fresh perspective to the pet industry and vows to only develop unique, first to market products that solve problems and enrich the lives of pets and owners. And he is in a good position to do so...

As an award-winning illustrator and designer whose work has spanned a broad range of mediums, Dewey has been the Creative Director of American Specialty Confections, LLC, the Senior Designer of Manhattan Toy, LLC, the Creative/Art Director of The Fabulosity, LLC, the Creative Director of PM&J, LLC and the Executive Vice President of Pawabunga, LLC. With over 20 years of multi-media and product design experience, his work includes several children's television, video and book series and thousands of retail products for retailers that include Target, WalMart, Toys R Us, FAO Schwartz, Creative Kidstuff and Macy's. He has also Art Directed many animated projects including "Dr. Seuss's My Many Colored Days" - the winner of 16 national awards and recognitions. He has designed and developed exclusive licensed product lines for Sesame Street, The Dr. Seuss Estate, Scholastic Books, Groovy Girls, Marvel, Peanuts, Pepsi-Cola, Nascar and Cirque Du Soleil.

Dewey, *"Currently, through Animaganza, I am able to bring my vast design experience from many different product categories into developing new, fresh, innovative, first-to-market pet products for the pet industry. And I am excited to do so, because everyone deserve the chance to play."*

At Animaganza, we are dedicating our loves to creating your pet's favorite things.

### Products:

#### AnimaTwists

Mix-and-match to build your dog's favorite toy! 4-Toys-In-1!!!! 100% nylon and rubber. It's a Kibble Ball! Or an Insert Chew Toy! Or BOTH with or without Natural Dental Rope! Simply twist and click the different components of the toy to customize the Animatwist to your pets size and/or play style. Add more "Deckers" (the middle pieces) to make it a Single-Decker, a Double-Decker, or whatever the "Deck" you want! OMG!!! Fill and refill with sized-to-fit 100% made in the USA all natural AnimaChews, made with simple, wholesome, gluten free ingredients - Cow Milk, Lime Juice, and a trace amount of salt.

#### AnimaFlingers

Fetchable, flingable, fun! Easy to fling far with just ONE finger! Made with AnimaBounce n' Bound Technology so super-bouncy weighted ends help "cartwheel" product forward on the ground for extra distance! The ends are made of super durable rubber and the middles are made of 100% nylon. Way better than a ball - it easier to "throw", there is no dirt, grim and goo-collecting "fuzz". Fill and freeze with organic applesauce and peanut butter for a lickable treat! And it's dishwasher safe!

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