

HurriK9: A New Gravity Defying Dog Toy That Flies 100+ Feet

Invented by a rocket scientist, the HurriK9 is a new durable ring-launching fetch toy that keeps dogs exercised and happy.



San Diego, CA. Wanting your dog to live a happier, healthier, longer life, requires a daily dose of exercise which can be challenging with our busy schedules. Thanks to its gravity defying 100-foot flying technology, your dog would have run over the length of a football field in just minutes with the HurriK9, after a couple of ring launches. And it's fun for the owner to shoot the rings using the easy sling shot type launcher. Slobbery tennis balls are boring and no human or dog actually wants to catch a hard Frisbee with their teeth. The launcher shoots the rings over 100 feet like a sling shot. The team has tested the toy on dozens of breeds of dogs, from pit bulls to boxers to retrievers to small dogs like from Maltese to poodles. The response has been amazing from dogs and dog owners. The project blew past 600% of its 30-day funding goal on Kickstarter. On www.HurriK9.com, HurriK9 is available for purchase and see amazing videos of dogs catching the rings.



- **The rings are durable enough to survive dog's toy eating habits:** Made of durable Ethylene-Vinyl Acetate (EVA) Foam, the same material used in Crocs Shoes. This type of foam is incredibly durable and has self-healing properties that allow the ring to fly over and over again despite the toy being carried in the dog's mouth. They will eventually be some teeth puncture marks in the foam, but it is amazing how it heals and keeps its shape, and

continues to fly.

- **Ring materials safe for dogs:** The product and materials were tested by a 3rd Party Testing Laboratory up to Children's Toy Standards, which are more stringent than pet toy guidelines. All tests were passed with flying colors.
- **Increased durability:** After getting feedback from the first few hundred customers, about 10% of customers said their dogs tend to try to destroy all toys and have very strong bites and they were able to tear up the rings quicker than they expected. So the HurriK9 team spent 2 months testing new prototypes to arrive at an EVA foam ring with an extra layer of durable spandex sewed directly onto the ring which is 3-4x as durable as the original ring type. The hard work paid off as the new extra tough rings are getting great feedback from customers from even the most aggressive chewers.
- **Works indoors:** Easily control how far it goes. At a 20% strength pullback, it only travels about 20 feet.
- **The aerodynamic principles built in to the rings:** The HurriK9 uses the technology of an airplane wing. Imagine breaking off one of an airplane's wings and fold the wing into a perfect circle. The front edge is thicker than the trailing edge, which applies the aerodynamics of an airplane wing in order to seemingly defy gravity to float for over a hundred feet when the sling shot mechanism spins the ring counter-clockwise.



About HurriK9: The coinventor, John Hunter, has a unique background in physics, solar airplanes, and rocket science, to name a few areas of expertise. He decided to channel his knowledge into one of the world's coolest flying gizmos. He has a passion for dogs, and when his daughter's dog Amos loved his prototype, he decided to bring it to market with Jeff Lieber, Head of Marketing. Jeff started his own pet company Parachute Pet 4 years ago, and partnered with John on the HurriK9 to bring it to the world. Visit HurriK9.com for more info.

Contact: For more info, reach out to Jeff Lieber (Cofounder) at Jeff@HurriK9.com. (415) 295-6265. The HurriK9 can be purchased at www.HurriK9.com

