



**FOR IMMEDIATE RELEASE:**

February 20, 2017

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**KAYTEE® LED LIGHTED RUN-ABOUT BALL by PETS INTERNATIONAL®**

Chilton, WI – Kaytee®, a dedicated manufacturer of the highest quality food and innovative products is one of the brands of Central Garden & Pet, continues to transform the world of small animal accessories with LED lighting.

The Kaytee LED Lighted 7” Run-About Ball offers illuminated exercise for hamsters or gerbils. The 10 minute timed battery powered LED lights-up interactive fun while indicating the appropriate time for the pets exercise interval. The LED light is battery operated (batteries included) and has a fully protective lens cover to safely keep animals away from the battery and light. Each Kaytee LED Lighted 7” Run-About Ball has a suggested retail price of \$14.99.

“With Kaytee’s on-going success of the CritterTrail LED Lighted Habitat that launched in 2016, we are extending the LED innovation into small animal accessories starting with our Run-About Ball 7” for hamsters or gerbils. We are excited to feature our newest LED Lighted Exercise Ball product at the Super Zoo show in 2017” said Jason Casto, Director of Pets International-Kaytee Hard Goods.

In 2013 Pets International started the process of rebranding all of its Super Pet products to the Kaytee brand, including the entire line of Run-About Balls that are offered in four sizes to accommodate a variety of small animal pets. For additional details, log onto an all new Kaytee.com and try the new search function when looking for the Kaytee LED Lighted Run-About Ball or any other of the Kaytee products.

See the full website at: <http://www.kaytee.com>

**About Kaytee**

Last year Kaytee, a brand in the Central Garden & Pet portfolio, celebrated their 150th anniversary of providing quality products for pet and wild birding and small animal goods including food, treats, supplements, feeders, cages, bedding and toys. Kaytee continues to create and produce new and innovative ideas to inspire enthusiasts who love everything about birds and small pets.

### **About SuperZoo**

SuperZoo boasts the most buyer and exhibitor participation of any trade show for the pet retail industry in North America, providing pet retail and service professionals with the knowledge and resources they need to be successful. For the sixth consecutive year, SuperZoo has grown in exhibitor space and square footage and has been listed among Trade Show Executive's "Gold 100" trade events since 2014. Produced by World Pet Association (WPA), the show attracts thousands of retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo,

WPA is the host of America's Family Pet Expo, held annually in Costa Mesa, CA, Atlanta Pet Fair & Conference, held in Atlanta, and Aquatic Experience, held in Chicago.

SuperZoo 2017 will be held at the Mandalay Bay Convention Center in Las Vegas, July 25-27, with conference sessions July 24-26.

For more information about SuperZoo 2017: [www.superzoo.org](http://www.superzoo.org).