



**FOR IMMEDIATE RELEASE**

***RUBIE'S PET SHOP BOUTIQUE INTRODUCES NEW STYLES AND LICENSES AT SUPERZOO***

**MELVILLE, NY (May 18 , 2017)** – Rubie's Pet Shop Boutique, a division of Rubie's Costume Company, Inc. will unveil new styles and licenses at SuperZoo, July 25 – 27 in Las Vegas, NV. With the addition of new costumes and accessories (wigs, hats, tutus, bandanas, wings and hair bows), Rubie's Pet Shop Boutique will also showcase new licensed styles for **Transformers, Barbie, My Little Pony, Nickelodeon Splat, Guardians of the Galaxy, Star Wars, DC Comics, Marvel** and more!

Rubie's Pet Shop Boutiques is proud to offer the following exclusive SuperZoo show specials:

- Free poster pack with any \$1,000 order
- 10% Off any order over \$2500
- Special discounted prices on select items

"It's a really exciting time for Rubie's Pet Shop Boutique as we continue to be the fastest growing category for our Rubie's." said Erin Breig, Director Rubie's Pet Shop Boutique. "With easy sharing photo outlets like Instagram, Facebook and Snapchat, dressing up your pet is more popular than ever before so we are thrilled to offer customers a variety of fashionable styles and designs for dogs of all breeds and sizes."

Rubie's Pet Shop Boutique will be exhibiting in Booth 4861 at SuperZoo in the Mandalay Bay Hotel, Las Vegas, NV. SuperZoo is the largest pet industry trade show in North America, established by World Pet Association in 1950 as an annual gathering place for the entire industry to connect, learn and do business. With its rich education offerings, easy-to-shop show floor and energizing, fun-filled atmosphere, SuperZoo has earned its reputation as North America's premier pet retail event—and the industry's most productive and vibrant trade show of the year.

Email [ebreig@rubies.com](mailto:ebreig@rubies.com) to set up an appointment.

**About Us**

Rubie's, the world's largest manufacturer of Halloween costumes and accessories specializes in the creation, design, manufacturing, and distribution of costumes, make-up, wigs, masks, hats, prosthetics, and accessory items. Rubie's products are distributed wherever Halloween and masquerade costumes are retailed, including national retail chains, toy stores, costume shops, variety stores, party stores, and other specialty retailers located throughout the United States, as well as in Canada, Europe, Latin and South America, Australia, and Asia. For more information please call 516-326-1500 or visit [www.rubies.com](http://www.rubies.com).

**Media Contact:**

Sherri J. Klaus (858)775-4303  
[sherrik@rubies.com](mailto:sherrik@rubies.com)

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