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Announcing  
**THE OFFICIAL LAUNCH OF MAX & ZOHEY**  
**PERFORMANCE AND COUTURE PET COLLECTIONS**  
**AT SUPERZOO LAS VEGAS, BOOTH #1370**  
Sept. 11-13, 2012

*Problem-Solving, High-Performance, Made-in-the-USA Pet Accessories*  
*Offering “Love, Style & Passion” with a Fashionable French Twist!*

New Products Being Introduced at SuperZoo Include:  
**Blingtastic Car Seatbelt,**  
**Blingtastic Walking Coupler, Double-Dog Leash**  
**& Vegan Leather Hands-Free Leash**

LOS ANGELES (September 6, 2012) – Max & Zoey’s problem-solving Performance and Couture Pet Collections – *with a fashionable French twist* – will be officially launched at SuperZoo 2012 (BOOTH 1370), the National Show for Pet Retailers, in Las Vegas from Sept. 11-13 with trendsetting new products including the Blingtastic Car Seatbelt, Blingtastic Walking Coupler, Double-Dog Leash and Vegan Leather Hands-Free Leashes and Collars that speak to the most dedicated animal lovers among us.

*So, what problems do Max & Zoey products solve?*

Max & Zoey solves the problems of how to safely transport your pet in your vehicle; how to train, walk or jog with your dog hands-free; how to walk more than one dog at a time, and how to accessorize your pet while remaining true to your Vegan values. Not to mention the pressing need to add a little fun, glamour and sparkle to your pet’s life and yours.

Max & Zoey was created by young Parisian-born couple Julie and Ilan Chekroun to fill the void in what they saw to be “a lack of appropriate products for dogs.” Over the past couple of years, they witnessed the frustration of Ilan’s sister, a local pet-store owner and passionate dog-rescuer, as she struggled to care for dogs she had rescued from shelters using inferior tools, while searching in vain for problem-solving products that offered efficacy, durability and safety, as well as style. “That is when we realized it was time for us to take action,” said Ilan, “and create products that are more practical...not only for the ‘pet parent’ but also for the pets we love so much.”



-More -

*A sampling of new Max & Zoey products being introduced at SuperZoo 2012:*

Blingtastic Car Seatbelt                      \$24.99 with bling (\$19.99 without)

This universal pet-restraint device is designed to help protect your pet (and you) while traveling by car, SUV or truck...in *blingtastic* style! It works just like a regular seatbelt except that it attaches directly to the harness of your dog, cat or other travel-worthy pet (even a pot-bellied pig), and anchors it to your car's existing seatbelt hardware. It reduces the chances of your pet being injured if the vehicle were to come to an abrupt halt or get into an accident, and helps prevent your pet from roaming, or jumping onto the driver or out of an open door or window. Made of top-quality machine-washable nylon webbing, the **Max & Zoey** Blingtastic Car Seatbelt is available in ¾" or 1" widths for dogs of different sizes, and is guaranteed to fit car seatbelt hardware in models 1995 and later.



Blingtastic Walking Coupler                      \$21.95 SRP with bling (\$16.99 without)



This ingenious device from **Max & Zoey** allows you to walk and control two dogs at the same time with one leash! Even if the dogs are of different sizes, this durable and fully adjustable coupler allows “pet parents” closer control on crowded streets, and a wider range at the park. Made of top-quality machine-washable nylon webbing, the Walking Coupler is available in ¾" or 1" widths, and in Small, Medium or Large.

Double-Dog Leash                                      \$29.00 SRP

Finally, a solution to the problem of walking two dogs at once without getting tangled in two leashes: the super-strong (4,200-lb tensile strength) totally adjustable Double-Dog Leash from **Max & Zoey**. Now, you can comfortably enjoy your dogs' individuality by allowing them to walk far apart, closer together or at two different lengths. Made of top-quality machine-washable nylon webbing, and in ¾" or 1" widths.



Vegan Leather Hands-Free Leash                      \$59.99 SRP

No animal-based products are used in the making of this leash, which has the soft feel, polished look and virtual strength of leather. This adjustable leash comes in Regular, Large and XL so you can wrap it around your waist and be hands-free while jogging, walking, hiking or running errands with your four-legged friend. Also an excellent tool for training purposes, it is waterproof and easy to clean, and provides an alternative for “pet parents” who suffer from arthritis or carpal tunnel syndrome. Vegan Leather Collars are also available, and the Hands-Free Leash also comes in nylon webbing.



For more information, visit [www.maxandzoey.com](http://www.maxandzoey.com), and be sure to meet Ilan and Julie of **Max & Zoey** at Booth#1370 at SuperZoo 2012.