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BMBPET, INDUSTRY LEADER IN COLLARS AND LEASHES ACQUIRES HYPER-PRODUCTS, LEADER IN INTERACTIVE DOG TOYS

Wichita, KS, February 2, 2010 - BMBPET, a division of Rose America Corporation, has acquired Wayzata, MN based Hyper-Products to combine one of the pet industry's leading producer of pet collars and leashes with one of the fastest growing interactive pet toy brands. The acquisition that was finalized on February 5, 2010 will change the company's identity to Hyper Pet and will be headquartered in Wichita, KS. Hyper Pet is poised to unveil their latest toy line at the Global Pet Expo in Orlando, FL on March 25, 2010.

"The Hyper toy line broadens our assortment allowing us to offer a more comprehensive line to our customers. It's a perfect fit from all perspectives," said Rose America CEO Randy Woods. Ward Myers, President of Hyper-Products, will remain active in new product development and take on the role of National Sales Manager for Hyper Pet.

Rose America Corp, is an industry leading innovator of professional quality pet and equine products. With over 25 years in the pet industry, it is proud to be recognized as the leader in design, marketing and customer service. Located in Wichita, KS, in the heart of America, the company continues to push the mark higher to develop the best in both private label and branded pet accessories.

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