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### **Hyper Pet Renews Licensing Agreement with National Breast Cancer Foundation to Fetch For a Cause!**

Wichita, KS, January 18, 2012 – Hyper Pet, interactive dog toy & accessory industry leader, has renewed its licensing agreement with National Breast Cancer Foundation (NBCF). NBCF is one of the most highly visible, nationally recognized and trusted organizations devoted to education and funding for Breast Cancer research. The agreement allows Hyper Pet to incorporate NBCF logos on select products in their ‘pink’ line of interactive dog toys and collars. “Hyper Pet is extremely proud to continue supporting this outstanding organization in its early detection efforts and help for those diagnosed with or affected by breast cancer,” said Marketing Director Sarah Bell. The endcap, power panel and clip strip programs will presell through early Summer 2012 for Fall in-store availability in time for National Breast Cancer Awareness Month in October.

Customers can visit [www.HYPER-PET.com](http://www.HYPER-PET.com) or email [sales@hyper-pet.com](mailto:sales@hyper-pet.com) for more information about our full line of pet products and accessories.

HYPER PET, a division of Rose America Corp., is an industry leading interactive pet toy and accessory company with over 25 years in the pet industry. Hyper Pet is proud to be recognized as a forerunner in quality, design and customer service. Located in Wichita, KS, HYPER PET continues to provide the most innovative pet products in the marketplace.

About NBCF – Headquartered in Frisco, TX and Founded in 1991, National Breast Cancer Foundation (NBCF) extends women's lives through education about breast cancer and early detection by providing funding to programs throughout the United States and internationally. The organization provides hope to women and families affected by breast cancer through a community of caring support and encouragement that enables those diagnosed with breast cancer to have fulfilling lives during and after treatment. For more information please visit [www.NBCF.org](http://www.NBCF.org).