

NEWS RELEASE
For More Information:
Matt Mente
414.278.0040
mattm@stirstuff.com

FOR IMMEDIATE RELEASE

**Rinse Ace® Pet Shower Deluxe
Eliminates Many Hassles of Dog Washing**

Easy-to-use product promotes more frequent dog baths and cleaner, healthier pets

MENOMONEE FALLS, Wis. (July 2008) – According to a 2007-2008 APPMA (American Pet Products Manufacturers Association, Inc.®) survey, 44.8 million American households own a total population of 78.4 million dogs – 78.4 million smelly, dirty, mud-loving dogs. And of those millions of households, nearly every one, to some extent, dreads the necessary chore of dog washing. With a patented technology, the Rinse Ace® Pet Shower Deluxe gives pet washers precision control of water spray in their own showers, eliminating much of the agony from the process for both pet and owner.

Dog washing is a problematic task for humans and a stressful one for pets. Outdoor bathing requires the use of a bath bucket and/or a hose, both of which usually leave the washer as wet as the washee. The weather also inhibits the task with cold autumn, winter and spring months providing a significant obstacle. The other option, washing the dog indoors, is equally difficult because of the mess it creates in the house and the lack of water control in most showers and tubs.

To provide dog owners a less problematic way of bathing their pets, Idea Factory, Inc. offers the Rinse Ace Pet Shower Deluxe, which allows pets to enjoy warm baths indoors any time of year. Additionally, the product provides owners with an easy, stress-free way to clean their dog with a highly controlled stream of water.

“The cup-and-bucket method of pet-bathing does not allow owners to completely rinse away soap, which can cause skin irritations for dogs,” said Patty Mueller, chief executive officer of Idea Factory, Inc. “Customers constantly tell us how thrilled they are with the Pet Shower Deluxe’s ability to clean hard-to-wash areas and rinse away all the soap.”

The Rinse Ace Pet Shower Deluxe enables pet owners to easily install a patented shower connector one time between the showerhead and the shower arm, allowing them to control the water flow throughout the bathing process. With the shower connector in place, the owner can connect the eight-foot sprayer hose in seconds for precise control. Water flows only from the hose when the sprayer is pressed, never from the showerhead. After the bath is finished, the hose disconnects from the shower connector for storage, and the showerhead resumes its normal function.

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Rinse Ace Pet Shower Deluxe

Page 2

“By eliminating much of the hassle associated with the process, pet owners who use the Pet Shower Deluxe are more likely to bathe their pets regularly,” said Mueller. “The product promotes cleaner, healthier dogs and happier owners.”

The Rinse Ace Pet Shower Deluxe has a suggested retail price of \$29.95 and is available at Petco, PetSmart, Pet Supermarket, Target and other retail outlets and pet catalogs. The Pet Shower Deluxe and a full line of other Rinse Ace pet care products are also available for order by phone at 1-800-867-4673 and online at www.rinseace.com.

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