

Boss Pet Products, Inc. is inviting visitors to explore its new content-rich Boss Pet website and social media; re-branded with a fun and colorful new look and new logo. The new website is designed to provide a modern and exciting feel, seamlessly blended with a user-friendly experience, featuring improved navigation and functionality throughout, allowing customers to access detailed individual product information and a new e-commerce ability where customers can place and track orders online.

Sit. Stay. Eat. Play. – The New Boss Pet

Cleveland, Ohio – July 20th, 2015

Boss Pet Products, Inc. is debuting a new colorful and modern look for Boss Pet, a new Boss Pet logo, and a new interactive website promoting its' new slogan **Sit. Stay. Eat. Play. Boss Pet.**

Boss understands and wants to recognize that it is the users of its products that drives the company's innovation and product success in today's competitive pet product market. Boss' forward thinking approach encourages feedback from customers and end users alike to provide direction for creative product development and the manufacturing of better product solutions that are built tough and designed smart to handle the day-to-day life our pets.

Colorfully created with a user friendly experience in mind, the website has been designed using the latest technology, thus making the Boss Pet website is easily viewable and compatible with today's internet browsers, while offering full functionality and rich-content on mobile devices such as smartphones and tablets. The new eye-catching Boss website allows its customers to easily choose to shop a complete range of pet products. Product descriptions, part numbers, UPCs, catalogs, content rich videos, enhanced search/filtering capabilities, and high resolution imagery are just some of the great new features that are available to customers, providing a detailed look at each individual products. Boss Pet customers are offered an enhanced website experience when logged into the site, with additional access to per item sell sheets, online ordering capabilities, tracking numbers on shipped orders, as well as an online invoice history.

The new Boss Pet website allows for further interaction with the company through its social media sites such as Facebook and Twitter. Boss Pet will utilize its social media reach to provide a place where customers and consumers can get a variety of pet information both from a fun perspective as well as an educational one. Users who frequent Boss' social media sites will also have the opportunity to participate in giveaways as well as provide feedback and share information.

In addition, the new Boss Pet website promotes its family of companies featuring Aries Manufacturing (a cellular accessory manufacturer and distributor), Boss Gloves (a glove and protective products manufacturer and distributor), Boss Canada (a glove and protective products manufacturer and distributor), and Galaxy Balloon (an imprinting promotional company). Additional sections and interactive features are planned for a phase two development of the Boss Gloves website, to ensure the new Boss website continues to provide a fresh, versatile site experience. A one-by-one redesign and re-launch of each company website within the Boss family, is also in development; further bringing together and unifying the Boss family of companies.

Visit the new [Boss Pet website](#) and give us your feedback on our new look by posting a comment on our [Facebook](#) or [Twitter](#) page.

About Boss Pet Products, Inc.

Since 1936, Boss Pet has manufactured and distributed high-quality pet products including restraints, tethering devices, health products and toys from beloved brands like KONG, Loving Pets and Prestige. We're passionate about providing the innovative items and support that distributors need to stay ahead. As a full-line vendor, Boss Pet is committed to providing one-stop-shop service with fast turnaround, delivering what you need as soon as you need it.

The Boss Pet story began nearly 80 years ago, when HiLo Products was founded as a unique manufacturer of flea dips and pet ear mite remedies. After half a century of success, HiLo purchased Prestige Products, Inc. and became a major player in the cable pet tethering device business. After a sale to RocCorp, Inc. in the late 1980s, HiLo continued to grow and expand, and as a result was asked to join the Boss family in 2002.

Today, Boss Pet operates out of Cleveland, Ohio, and is a proud member of the American Pet Products Manufacturers Association. We're a leader in pet tethering, pet health care products and total pet care distribution — a distinction we hope our distribution partners will agree with.

SIT. STAY. EAT. PLAY. BOSS PET.

For more information, visit www.BossPet.com