

Contact: Raad Mobrem
President, Dura Doggie
2909 Tech Center Drive
Santa Ana, CA 92705
805 703 4332
raad@ durableideas.com



MORE THAN JUST A TOY.

FOR IMMEDIATE RELEASE

SOCIALLY CONSCIOUS “CHEWS YOUR CAUSE” DOG TOY LINE DEBUTS TO MARKET

*Their Quirky and Cute Dog Toys not only Entertains the Canine Friend, but also
Gives 20% of Profits towards Various Causes*

Santa Barbara, CA (Sept. 1, 2010) – It all started as a simple college class assignment at the University of California at Santa Barbara to design a tough new dog toy. Three students, a mechanical engineer, one business major, and a computer scientist, completed the assignment and felt that there was real potential in the product that they had created. Infused with entrepreneurial spirit they teamed up, formed a company, Dura Doggie, and produced the award winning, multi-tasking Dura Doggie Disc and Petite.

Since their debut in the pet industry, they have landed distribution deals and hundreds of retailers nationwide with their initial products, the Dura Doggie Disc and Petite, a soft rubber fetch toy disc with a unique design that allows it to double as a water or food bowl. But the recent college grads realized that they wanted something more than a one hit wonder product; they wanted a company with meaning and purpose.

“After such success with our first products, we realized that we had the capability to do something more than just create good quality toys,” said Raad Mobrem, President of Dura Doggie. “We want to give back and do it in such a way that people would be attracted to donating as a result of purchasing our products” and thus “Chews Your Cause” was born. Their new model for the company is to give away 20% of their profits towards various causes based on the color of their products. Initially pink will represent fighting breast cancer, green will represent planet preservation, orange will represent fighting diabetes, and blue will represent helping “no-kill” animal shelters; they also plan on creating more colored toys for other various causes in the future. “This way, our customers will actually be able to pick their charity of choice.”

“Many companies give something like 1% or 2% for every product they sell, really the bare minimum, but we wanted to be different and really make a dent in the market by showing our customers that if we are going to be a socially conscious business, then we are going to do it right. This doesn’t mean increased prices either, but that the cost will come out of our margins.”

Dura Doggie
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National recognition has already been granted to the young grads for their design efforts as their initial products were featured on “Good Morning America’s Best Pet Products of 2009” as well as “MSNBC’s Best Pet Travel Products.” It has also been awarded the distinction as one of the “2009 Products of the Year” for Pet Fitness and Weight Loss.

“Everyone at the company loves pets,” added Mobrem. “Early on we decided that we would donate one disc for every ten sold to an organizations dedicated to dog rescues. But now we are taking our ethical practices and really expanding it. Pets are some of the most amazing friends that we will ever have and now their enjoyment through our products will mean more just fun, but a sense of community and giving as well. I really can’t think of a better business to be in. Can you think of another job where work revolves around helping the world and playing with dogs?”

Currently the Beba, the Nebo, and the Nebo Small have a suggested retail price in the range of \$13.99 to \$9.99. The Chews your CAUSE line and new website will be launched in late September. For more information please visit the website at www.duradoggie.com and please become a fan at facebook.com/chewyourcause.

Thank you for taking the time to read this release.