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iFetch Automatic Ball Launcher Just Got Bigger Introducing iFetch Too For Larger Dogs

Austin, Texas – iFetch, the automatic ball launcher that has had dogs fetching balls with joyful abandon since 2013, has added a new product to the pack: Introducing the iFetch Too for larger dogs.

The iFetch Too is the long-awaited big brother to the original iFetch. After winning top honors at pet industry shows Global Pet Expo and Superzoo, the iFetch gained international attention as pet owners discovered their ball-crazy dogs could now play fetch to their hearts' content, even after their owners' arms grew tired.

Same Great Features Now For Bigger Dogs

The new iFetch Too works indoors and outdoors and launches the ball 10, 25 or 40 feet. It can also be set to launch at random distances to keep dogs guessing.

The iFetch Too comes with a built-in rechargeable battery for portability, an AC charger for 110 and 220 volts and three 2.5-inch iFetch "Tuff" balls that are non-abrasive on teeth.

While the iFetch Too is a great way for owners and dogs to bond, many pets enjoy using the iFetch Too on their own. Some customers have reported that it takes about 20 minutes to train their dog to use the iFetch products solo. The iFetch website features a few short training videos for training tips and tricks. iFetch often hears the concern that the iFetch products are for "lazy dog owners." But they remind people that in order for your dog to use the iFetch, you have to train him, which will turn out to be a rewarding journey for both dog and owner.

"Dog training is a slow process that takes patience and understanding—from both of you," says Nicole Ellis, iFetch Dog Trainer. "Commands start simple, you build toward more complicated actions, and all along you're spending time with your dog and strengthening your partnership. You'll discover that this affects your whole life together. So no, training your dog doesn't make you a lazy human. A happier human with a happier dog? Definitely."

Mental and Physical Fun

The iFetch Too helps dogs of all ages stay active and healthy. Plus, learning to use the iFetch Too provides dogs with mental stimulation as well as physical activity.

"It's so important to provide our pets with regular playtime and exercise," says Denny Hamill, CEO of iFetch. "It's also fun involvement for the dog and his humans together. Everyone gets a kick out of watching the ball disappear into the iFetch and quickly launch

out the other side. Here at iFetch, we love hearing our customers' stories about the good times they share with their dogs and the iFetch."

Kickstarter Success Story

The idea for the iFetch products began one day when Grant Hamill was trying to do his homework and the family's toy poodle, Prancer, kept dropping a ball at Grant's feet, begging him to play fetch. This gave Grant an idea. He asked his physicist grandfather, Denny, "What if we made something that could throw the ball for Prancer so I can finish my homework?"

And from such simple beginnings, the iFetch was born. Several months later, after hundreds of hours of researching, prototyping, testing and refining, the Hamills launched a Kickstarter campaign in June of 2013 that raised \$88,000, more than four times the original goal.

On the heels of the success of the original iFetch, the company launched another Kickstarter campaign for the iFetch Too. In April 2015, 980 backers joined in to support the development of the larger version with contributions totaling more than \$117,000. Those 980 dog lovers will receive their reward when the first shipment of the iFetch Too arrives on their doorsteps by the end of November, 2015.

Product Details

iFetch Too: \$199.00, comes with three standard size balls (2.5" diameter)
Extra balls available for purchase (3 balls for \$12.50)
Launches 10, 25 or 40 feet. Has random launch distance setting.
Powered by built-in, rechargeable battery with included AC charger.
Available for purchase at www.goifetch.com

iFetch: \$115.00, comes with three small balls (1.5" diameter)
Extra balls available for purchase (5 balls for \$12.50)
Launches 10, 20 or 30 feet.
Powered by included AC adaptor or 6 C batteries.
Available for purchase at www.goifetch.com

For more information about the iFetch Too or the original iFetch, please contact Caroline Golon at press@goifetch.com or visit www.goifetch.com.

About iFetch

The iFetch and the iFetch Too are automatic ball launchers that provide dogs of all sizes the ability to play fetch to their heart's content. The award-winning, family-owned company launched the iFetch from a highly successful Kickstarter program in 2013 and quickly gained international traction, media and sales. In 2015, iFetch Too launched with Kickstarter support as a foundation. Both products provide hours of fun and activity for dogs and their people. To learn more about iFetch visit www.goifetch.com.