

Wild Tail™

A Winner of...



We're proud to announce that Wild Tail is the winner of a Pet Age Magazine Pinnacle Award.

Pet Age Magazine selects the top twenty five pet products based on the number of inquiries sent each year to Pet Age Magazine's data processing center via their Reader Service Cards. Wild Tail ranked sixth on that list.

Here is the excerpt taken from Pet Age Magazine's February 2002 issue, Pet Age Pinnacle Awards starting on page 18.

See our website, or call Big Hit Inc., for more information.



the pet age pinnacle awards

Just as you wonder what twist lies ahead in terms of new pet products, you're already approaching another turn in the road to success.

From digital dog tags to self-washing litter boxes, the products in today's evolving selection certainly are useful—and easier to use. But a few stand out because they are innovative or whimsical, or both.

It was our pleasure to bring some of these products to you via PET AGE in 2001. Now, with your help, we salute the most popular among them.

Here's how it works: We assign a Reader Service Number to every item in our popular "Pick of the Litter" and "Product Buylines" departments. When you want additional information about certain products, you circle their numbers on the Reader Service Card and send it to our data processing center. The center tabulates your inquiries, forwards your requests for information to corresponding manufacturers and provides our staff with monthly reports.

While products featured in "Product Buylines" and "Pick of the Litter" generate thousands of inquiries throughout the year, the following 25 products had sparked the most interest by our December cutoff.

For more information about any of these products, use the contact information accompanying each description.

Our salute to the most notable products of 2001.



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The Wild Tail is an action-packed toy combining a motorized ball with a soft artificial tail. Ideal for cats, ferrets and small dogs, it is made with high-quality materials and measures 3 inches in diameter. Available in a freestanding/hanging package in a variety of colors.

**Big Hit Inc. [West Allis, Wis.],
800-953-8245, [414] 257-2099,
bighit@execpc.com, www.bighitwildtail.com**

Big Hit Inc.

www.bighitwildtail.com

414-257-2099 • 1-800-953-8245

P.O. Box 14714 Milwaukee, WI, 53214

Fax: 1-443-331-0419 • email: bighit@execpc.com

