

BARK OFF! SAYS NEW PET LINE FROM GINSEY HOME SOLUTIONS
Partnership with Pet Head gives new attitude to pet bathing products.

(Bellmawr, NJ - April 4, 2011) - Pet Head was born as a lifestyle that caters to only the *coolest* pets!

Inspired by Bed Head, it maintains a philosophy that evolves "outside the box." With a unique personality, appealing to the pet owner with a sense of humor, a socially savvy attitude, trendsetting style, and a creatively loud *and proud* identity! The products allow pets to mirror their owner's distinctive style.

Ginsey Home Solutions, a successful licensing partner for several global brands, feels that the brand captures the passion and love that pet owners have for their furry friends. "Pet Head is an edgy, cool hip brand with a definite sense of humor, supported by a loyal consumer base devoted to their pets. Our line is filled with clever products meant to make pet bathing and hygiene easy and, yes, even fun," states Herb Briggs, CEO of Ginsey Home Solutions.

The Global Pet Expo in Orlando, FL last month was the official launch of Ginsey Home Solutions's line of Pet Head bathing and comfort products. Highlights from the line included:

Playin' Dirty Travel Towel

Playin' Dirty just got easier! Clip towel on leash, unfold, clean filthy Fido, fold back into pocket and wash when you get home. Talk about doggone perfect!

Dirty Paws Footbath

Teach your pooch how to be flirty, not dirty. Portable paw cleaner holds water to rinse away dirt and a microfiber towel quickly dries paws before entering car or home.

Some of the other sassy products include:

- o **Fur Stylin' Bath Caddy**
- o **Dry as a Bone Microfiber Towel**
- o **Dirty Dog Pet Bath System**
- o **Scrubba Scrubba Bath Mitt**

The entire Pet Head line maintains the same high profile appeal and clientele as Bed Head (Celebrities, Musicians, TV and Movie Sets). Living the lifestyle of the 'leashed and famous' never felt so good - or clean!

About Ginsey Home Solutions

Founded in 1952, Ginsey is a manufacturer and distributor of pet, juvenile and adult home furnishings & accessories -turning fashion into function. Focused on the interpretation of practical everyday home products with a blend of style, Ginsey represents renowned licenses such as Disney, Nickelodeon, Rubbermaid, Sesame Street, and HGTV. www.ginsey.com. Ginsey Home Solutions - Classic. Modern. Elegant. Fun. It's All Here!

About Pet Head

Pet Head evolved from the Bed Head - known internationally for it's funky and innovative hair care products, packaging and logo that boasts a "come as you are" attitude. Now with Pet Head, the charisma and quality of Bed Head products is available to canine fashionistas everywhere! Pet Head makes a four-legged fashion statement. Luxurious grooming & bathing products, trendy apparel must-have accessories for hip hounds and pampered pooches.

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