

# News Release

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## **Springer America Launches Summer Season with Free Drawing of Springer Dog Exerciser**

### **Popular bike attachment helps bikers and their dogs stay fit**

**Raleigh, NC** – June 2, 2009. Springer America, recently named exclusive North American importer of the Springer dog exerciser, is launching the summer season with a random drawing that will take place on June 21, marking the first official day of summer. To enter to win a free Springer, register at SUMMERFIT at <http://www.springeramerica.com>.

Used successfully by over 600,000 dog-loving bicyclists, mushers and K9 corps around the world, the Springer bicycle attachment allows cyclists to exercise themselves and their pets at the same time.

The Springer uses a low-mounted, heavy-duty steel spring to absorb up to 90% of the force of a dog's unexpected tugs, allowing bike riders to keep their balance, while protecting their dogs from traffic, pedals, and wheels. In addition, the patented safety release frees the dog instantly if he gets caught around a tree or hydrant.

In the latest innovation, a new Z-shaped adaptor was designed to give the user greater flexibility in where the Springer fits on the bike. Because it can attach either higher or lower on the frame than before, the Springer will work with more bicycle makes/models and a wider range of dog sizes than was possible previously.

Manufactured in Norway, the Springer offers easy installation and an option to exercise two dogs simultaneously.

According to Springer America President, Kjell Ottesen, a native Norwegian, "Tell us why you would like to have a Springer and we will feature some of your comments on our website at <http://www.springeramerica.com>."

Springer fits most regular, touring, and mountain bikes. All Springer components carry a 30-day money back guarantee, with a limited lifetime warranty on all metal parts.

No purchase is necessary to win; void where prohibited by law.

For more information, visit <http://www.springeramerica.com> or call 919-616-0532. To watch the Springer in use, see a QuickTime movie at <http://springeramerica.storesecured.com/video/springer%20movies%20sm.mov>

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### **About Springer America**

Springer America, based in Raleigh, North Carolina, sells a full line of Springer products – including the new black and traditional chrome models and the Springer Arm that allows a cyclist to add a second Springer and ride with two dogs – through its website, [www.springeramerica.com](http://www.springeramerica.com).

Founder Kjell Ottesen, a native Norwegian who moved to the United States ten years ago, is committed to customer service and welcomes telephone inquiries from retailers and consumers at 919-616-0532.