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New *Brush Buddy* for Dogs Lets Owners Clean, Dry, Brush, Massage And Bond With Their Pooches

Four-in-One Product Is Perfect for Active Dog Owners

SANTA BARBARA, Calif., Feb. 12, 2008 — Dog owners wishing they had one product to handle all the occasions their dogs need a quick clean, brush and massage can celebrate today with the launch of The Brush Buddy, a new pet product for dogs who love to be loved while getting groomed.

In addition to helping keep dogs well-groomed – and homes and cars free of wet paw prints and dog hair – the Brush Buddy promotes bonding and affection between owners and their dogs.

"The brush side of the Brush Buddy removes dirt, shedding hair and provides a great massage for dogs, while the towel side dries them off," said David Fortson, co-founder of the Brush Buddy. "But what makes the Brush Buddy unique is its design, which encourages owners to embrace and love their dogs while using it."

Fortson added: "Dogs love the feel of the Brush Buddy and all the extra attention their owners give them, while their owners enjoy giving their dogs the love they crave while getting them clean and dry. We like to say that 'when you put the Brush Buddy around your dog, you put your arms around your dog, and when you put your arms around your dog, they love you forever.'"

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The Brush Buddy

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Fortson came up with the idea for the Brush Buddy after a day at the beach with his dog, Roman. When they went back to the car, Fortson found he'd forgotten to bring along a towel and brush to clean Roman and keep sand from getting inside his vehicle. Realizing that fellow dog owners must often find themselves in the same situation, Fortson spent the next year developing the Brush Buddy with company co-founder John Stump.

For the Active Dog Owner

Designed to be used both inside and outside the home – it can be placed under car seats, in handbags or backpacks, hung by the front door, or left outside the house – the Brush Buddy is great for people who lead active lifestyles with their dogs.

"We see the Brush Buddy as essential gear for people who take their dogs hiking and biking, for instance, or to the beach and dog parks," explained Fortson. "Before their dog gets back into the car or goes back into the house, they can use the Brush Buddy to quickly get their pooch clean and dry."

Weighing 1.5 lbs and measuring 2 feet 4 inches long and 10 inches wide, the Brush Buddy's compact design makes it easy to transport and store. In addition, when dogs hop out of the car or off the sofa, their owners can use the Brush Buddy to wipe away pesky dog hair. The Brush Buddy is machine washable and easy to maintain, requiring just a shake to remove hair, sand and dirt from the rubber bristles.

Brush & Towel Combo

The high-quality, sturdy Brush Buddy consists of:

- **Soft and flexible rubber bristles.** The brush side of the Brush Buddy contains thousands of soft and flexible rubber bristles that can be used on any part of a dog, including sensitive areas like the face, paws and belly. In addition to brushing and massaging dogs, the rubber bristles have a cleaning function: they attract hair like a magnet from dogs, car seats and around the home.

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- **Plush terrycloth.** Made of 100 percent cotton, the green and tan-colored towel side of the Brush Buddy absorbs water quickly from wet paws and fur, leaving dogs clean and dry.
- **Ergonomically-designed hand pockets.** Dog owners can use the ergonomically-designed hand pockets on each end of the Brush Buddy to grip their dog's body and move around it, drying, brushing and massaging with ease.

"The demand from discriminating pet parents for products like the Brush Buddy that make their lives easier and their pets happier continues to grow," stated Fortson. "We're pleased to offer a product that's convenient, functional and strengthens the emotional bonds between owners and their dogs."

Availability & Cost

The Brush Buddy will be available for purchase online for \$29.95 in February 2008 at www.thebrushbuddy.com. The company also plans to make its product available at retailers nationwide later in the year.

About Rough & Tumble

Rough & Tumble LLC, a privately-owned company based in Santa Barbara, Calif., develops products that brings people and animals closer together.

Rough & Tumble incorporates environmentally responsible practices into its business. The company uses 100 percent recycled rubber and packaging in its manufacture of the Brush Buddy.

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The Brush Buddy Facts-At-A-Glance

- Overview:** The Brush Buddy is a new pet product for dogs who love to be loved while getting groomed.
- Key Features:** The Brush Buddy, which is designed to be used both inside and outside the home, is perfect for active dog owners who want to:
- **Clean and dry** wet paws and coats
 - **Brush** their dogs to remove dirt and shedding hair
 - **Massage** their dogs to stimulate growth of healthy coats
 - **Bond** with their pooches while holding them in their arms to groom them
- Construction:** The Brush Buddy is constructed from:
- **Soft and flexible rubber bristles** (made of 100 percent recycled rubber) that can be used on any part of a dog and also to pick up hair from around the home and car
 - **Plush terrycloth** that absorbs water quickly and cleans off dirt, mud, sand, etc.
 - **Ergonomically-designed hand pockets** that make it easy to hold and groom dogs
- Weight:** Sturdily constructed, the Brush Buddy weighs 1.5 lbs.
- Measurements:** The Brush Buddy is 2 feet 4 inches long and 10 inches wide.
- Price:** The Brush Buddy will sell for \$29.95.
- Availability:** Available for purchase online in February 2008, dog owners can purchase the Brush Buddy at www.thebrushbuddy.com.
- Website:** For more details about the Brush Buddy, please visit www.thebrushbuddy.com.

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Rough & Tumble Company Backgrounder

Rough & Tumble LLC, a privately-owned company based in Santa Barbara, Calif., develops products that bring people and animals closer together. The company will launch its first pet product, the Brush Buddy – for dogs who love to be loved while getting cleaned, dried, brushed and massaged by their owners – in February 2008.

Company Origins

Some people dream up new product ideas in the shower. Dave Fortson came up with his at the beach.

It happened back in late 2005, after Dave had spent a few hours at a local beach in Santa Barbara with his dog, Roman. As a wet and sandy Roman sat patiently waiting to jump back into the clean car, Dave realized he had forgotten to bring along a dog towel and brush.

“Why hasn't someone created a product for dog owners specifically for these kinds of situations?” he thought. “A portable brush and towel combo that dog owners could keep on hand for whenever their pooch needed to be dried and brushed.”

The idea for the Brush Buddy was born.

However, with a background in politics and issue-based advocacy, Dave had no experience in developing new products. Fortunately he knew someone who not only had the necessary experience, he also had worked with companies in the pet industry: longtime friend John Stump, a mechanical design engineer and avid inventor.

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Dave and John teamed up to form Rough & Tumble LLC, with the goal of turning the Brush Buddy idea into reality.

Over the next year, Dave and John hashed out ideas and made lots of sketches. They bought towels, brushes and rubber mats and pieced together handmade prototypes. Seeking advice and feedback on their prototypes, the duo met with local seamstress experts, textile experts – and of course, talked with dog lovers everywhere. After several iterations, and endless product testing, Dave and John finally arrived at the product that they named the Brush Buddy.

They were then ready to take the Brush Buddy to the next level.

About this time, Dave met Jacques Habra, a successful entrepreneur recognized for his innovation and marketing skills. Jacques agreed to join Rough & Tumble to help guide the company as it went from a two-person start-up operating out of a garage, to a fully-operational business with a product to sell.

Rough & Tumble Today

With the design of the Brush Buddy completed, Rough & Tumble began manufacturing product in late 2007.

The company is currently signing up distributors and retailers, and also plans to sell the Brush Buddy directly to consumers via its website, www.thebrushbuddy.com, starting in February 2008.

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Rough & Tumble Executive Bios

David (Dave) Fortson Co-Founder & CEO (aka "Big Dog")

Dave Fortson is the co-founder and CEO of Rough & Tumble LLC, a privately-owned company based in Santa Barbara, Calif., that develops products that bring people and animals closer together. At Rough & Tumble, Dave is responsible for the company's strategic direction and oversees all aspects of this growing company.

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An environmental and social activist involved in local politics, Dave graduated from UC Santa Barbara with degrees in environmental science and ecology in 1998.

After college, he worked for two years as program coordinator at the Santa Barbara Citizens Planning Association & Foundation, an organization that aims to integrate environmental, social, economic and politically-progressive issues.

He then spent two years as field representative for California Assemblymember Hannah-Beth Jackson, advising her in the areas of education, healthcare and UCSB.

Next, he joined the Santa Barbara County Action Network, a county-wide grassroots non-profit organization dedicated to promoting social justice and preserving the community's environmental and agricultural resources, as executive director.

Since 2005, Dave has been a leading direct salesman at Sonos, Inc., the leading developer of wireless multi-room music systems for the digital home.

Married to wife Terra Basche and with two young daughters, Dave loves outdoor activities that include surfing, basketball, bike riding and hiking (with buddy Roman) and singing in his acoustic funk jam band, The Messengers. Dave and his family live on a ranch in Goleta, Calif.

John Stump Co-Founder and CTO (aka "Brainy Dawg")

John Stump is the co-founder and Chief Technology Officer at Rough & Tumble, a privately-owned company based in Santa Barbara, Calif., that develops products that bring people and animals closer together. In his role as CTO, John manages all product engineering and manufacturing duties.

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John is a mechanical design engineer and avid inventor with over 10 years of design and product development experience.

He has worked as an engineer, designer, inventor, product manager, manufacturing engineer, machinist and independent consultant for startups and various small businesses.

John also has launched several new products, including medical devices, consumer electronic accessories and sporting equipment. In addition, he has helped clients develop new products in a diverse number of industries, including pet products, photography equipment and surgical equipment.

He has authored several patent applications and is listed as co-inventor of two published U.S. utility patents.

John earned a B.S. in mechanical engineering from UC Santa Barbara and a Business Professional Certification from UCSB Extension Program. He is a member of Inventors Workshop International.

Together with his Rough & Tumble duties, John owns and operates his own machine shop in Santa Barbara, where he is always working on the next best thing.

Jacques Habra **CMO (aka "Cool Pooch")**

Jacques Habra is Chief Marketing Officer at Rough & Tumble, a privately-owned company based in Santa Barbara, Calif., that develops products that bring people and animals closer together. At Rough & Tumble, Jacques is responsible for all of the company's sales and marketing efforts.

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In 1996, while studying English and Philosophy at the University of Michigan (he graduated with honors), Jacques formed a technology company, Web Elite, that became one of the nation's leading web and application development firms.

As CEO of Web Elite, Jacques received several prestigious awards, including the Anderson Young Information Technology Entrepreneur of the Year Award in 2001, three finalist nods as Ernst & Young Entrepreneur of the Year for consecutive years in 2000-2002, three GLIMA awards, and three Fast Track awards.

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Following the sale of Web Elite in 2002, Jacques founded Noospheric, LLC, a company which he continues to run. Noospheric provides consulting and development services for emerging companies.

In addition to focusing his energy on making the launch of the Brush Buddy a success, Jacques finds time to enjoy all of Santa Barbara's engaging outdoor activities. He is a participant in the Big Brothers Big Sisters program of Santa Barbara, as well as an active donor/volunteer with The Heart Association, Arthritis Foundation, Red Cross, and several other noteworthy organizations.

Roman **Chief of Quality Assurance (CQA)**

Roman, a medium sized white mutt, is the inspiration for Rough & Tumble's Brush Buddy, the new pet product for dogs who love to be loved while getting cleaned, dried, brushed and massaged by their owners. In his role as Chief of Quality Assurance, Roman happily lets the Rough & Tumble team demonstrate the Brush Buddy's features and benefits using him as a model – anytime and anywhere.

Born in Guatemala in 2003 – and originally called Seraphim, which means angel in Spanish – Roman's owners brought him to Santa Barbara when he was a puppy to live with an elderly member of their family.

At the same time that Roman came to the U.S., Rough & Tumble co-founder Dave Fortson and his wife, Terra, decided they were ready to adopt a dog. The dog would have to fit several criteria, however: it needed to be a small or medium-sized pooch with short hair, smart, cuddly, energetic and good with kids. Most important of all, it needed to be a mutt.

Not long after their decision, while walking around their neighborhood, Dave and Terra spotted a cute white puppy poking his little wet nose through a fence. It was Roman. And it was love at first sight.

Like all good stories, this one had a happy ending. After visiting the puppy – who met all their criteria – for several weeks, Dave and Terra were able to adopt him when his elderly owner moved into a nursing home.

Today, Roman is a much-loved member of the Fortson family, accompanying them on all their travels.

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