



**PETEXPO
Connections™**

PETCONEXPO.COM

REGISTER
NOW

OCTOBER 15-16, 2019 | New Jersey Convention & Expo Center



FOR IMMEDIATE RELEASE

PET CONNECTIONS EXPO NAMED CALM BY CRITTEAR AS A FINALIST IN THIS YEAR'S PET TANK!

*CRITTEAR'S CALM, IN-EAR NOISE BLOCKING PROTECTION FOR DOGS, SHORTLISTED IN
PET CON EXPO'S FIRST PET TECH CHALLENGE*

Burlington, WA – CrittEar, developer of the first and only in-ear noise blocking hearing protection for dogs, announced it has been selected among four finalists to compete in Pet Connections Expo's Pet Tech Challenge, "Pet Tank" Oct. 15th at the New Jersey Convention & Expo Center. The event will feature entrepreneurs, showcasing cutting-edge technologies seeking to revolutionize the pet industry. Pet Tank provides finalist with 5-minute slots to pitch their product to potential investors alongside press and attendees.

Tradeshow producers, the International Conference Development LLC (ICDevents), announced that finalists and their products will be judged based on creativity, originality, technical problem solving, and overall relevance to the pet industry. This year's judges include Pet Tech Entrepreneur, Artur Sous, Wagmo Founder, Christie Horvath, and Chief Marketing Officer of Adopets, Jeremy MacDonald. The winner of this year's Pet Tank will be awarded more than \$7,000 in cash and prizes. Additional Pet Tank's finalists include Groomit, K-9 Adventures, and Maya Monitoring.

Calm by CrittEar applies specially formulated, medical grade memory foam technology to provide the latest innovation in noise blocking and anxiety relief for dogs. The patent-pending design, form-fits dogs ear canals delivering full coverage audible defense. CrittEar offers pets a safe and affordable alternative solution to anxiety reducing medications, over-ear protection devices, and tight-fitting garments. Calm provides dog owners with a reusable, compact solution supplying individualized hearing protection.

"Being named as a finalist for "Pet Tank" is an unbelievable feeling and opportunity that is truly humbling," said CrittEar Founder, Susan Hansen, "We look forward to sharing Calm by CrittEar, with the world this October."

- ### -

For more information visit www.CrittEar.com.

To request an interview or high-resolution image see contact information below.

ABOUT CRITTEAR

FOUNDED IN 2018 IN BURLINGTON, WA, CRITTEAR'S MISSION IS TO DELIVER COMPACT IN-EAR HEARING PROTECTION FOR DOGS TO PROTECT EARS AND CALM FEARS. CRITTEAR IS A LOCAL, FEMALE FOUNDED BUSINESS DEVOTED TO HELPING FUR FAMILIES BATTLE COMMON FEARS AND ANXIETIES. CALM BY CRITTEAR'S MEDICAL-GRADE FORM-FITTING MEMORY FOAM OFFERS INDIVIDUALIZED FULL COVERAGE HEARING PROTECTION. CRITTEARWORKS WITH FAMILIES TO ENSURE DOGS STAY HAPPY, HEALTHY AND SAFE. CALM BY CRITTEAR IS MANUFACTURED IN THE USA. PRODUCTS ARE SOLD ONLINE AT WWW.CRITTEAR.COM, SOON TO BE AVAILABLE IN SELECT RETAIL LOCATIONS.

MEDIA CONTACT

SUSAN HANSEN

TEL. (360)639-0080

SUSAN@CRITTEAR.COM

WWW.CRITTEAR.COM