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Contact: Mikey Rox, Publicist

[Paper Rox Scissors](#)

Office: 347.726.9797

Mobile: 410.978.9937

E-mail: mikey@paperroxscissors.com

REVOLUTIONARY DOG-WALKING DEVICE HELPS HANDLE THE DOODY

*Inventor Stephen Longo to debut The Fifth Paw®
at the H.H. Backer 24th Annual Pet Industry Spring Trade Show*

February 16, 2012 - New York, NY -- Inventor Stephen Longo is proud to announce the launch of his patent-pending new dog-walking device, The Fifth Paw®, on April 18 at the H.H. Backer 24th Annual Pet Industry Spring Trade Show.

The Fifth Paw® is a small rotating ring that clips to medium- and large-size leashes that allows dog walkers to slide tied doody bags into the device, ultimately freeing up both hands to ensure safer, more sanitary walks with dogs.

Longo conceived and developed The Fifth Paw® while walking his own dog, Caesar.

“The idea for The Fifth Paw® came as all ideas do, through intuition, muse, whatever you want to call it,” Longo says. “The trick is not having the idea, but rather recognizing it when it happens and then acting on it.”

In addition to helping dog walkers and pet parents more easily manage their dogs’ doody, Longo is helping to provide jobs for Americans. The Fifth Paw® will be manufactured in the United States.

“It was important for me to make this product in the USA because I felt too many jobs were being sent overseas, and I had been feeling the job crunch in trying to find work as a graphic designer,” says Longo. “I don’t have issue with products that are made overseas, but I felt it was a fork in the road. Do I make the harder choice, which will cost more and have it made here or do I go the expected route and spend less money?”

After The Fifth Paw® debuts, it will be available for purchase in select retail stores, which can be located via ZIP code on The Fifth Paw® website with an option to purchase online through Amazon. Introductory SRP will be \$14.99 per device.

Before inventing The Fifth Paw®, Longo enjoyed a career in television as a PA on popular shows such as “Double Dare,” “Finders Keepers,” and “The Wonder Years.” When the latter ended its run, he returned to the East Coast to open the first Rita’s Italian Ice franchise in New York, which he owned for six years. After selling the business, Longo enrolled in Parsons The New School for Design to study graphic and product design.

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