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FOR IMMEDIATE RELEASE

**DROLL YANKEES REVOLUTIONARY RING PULL BIRD FEEDERS
PROVIDE MAXIMUM CLEAN FOR BIRDS AND MINIMUM FUSS FOR YOU!**

In July 2009, Droll Yankees Inc.® will launch their newest design in the Revolution of Clean. Now it's easier than ever to give songbirds just what they need: fresh food from a clean, hygienic feeder. The new Ring Pull bird feeders can be completely disassembled **without tools** in just seconds for thorough cleaning and can be reassembled just as easily. These newest Droll Yankees feeders express the state of the art in bird feeders while delivering superior quality and ease of use.

The Ring Pull feeders address the importance of keeping bird feeders clean by using a vertical rod to hold the ports and base in place. Simply pull the central rod and the ports and base tumble away from the feed tube. This ground breaking feature takes the ease of cleaning bird feeders to a whole new level.

The focus on cleaning bird feeders was initiated by Droll Yankees in 1995 when they were the first to introduce a bird feeder cleaning brush, a 24" long handled brush to fit into tubular feeders. Since inception, Droll Yankees feeders have been designed so that the consumer can disassemble for thorough cleaning.

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Company President Betsy Puckett commented, "The new Ring Pull bird feeders complement our Onyx Clever Clean® removable base feeders which we introduced last year. We now have two separate approaches to appeal to the diverse needs of consumers. Keeping bird feeders clean is very important to the health of the birds and making it easier is the key to making it happen."

The Ring Pull feeders come in heights of 15" and 23" and are available in forest green and midnight blue finishes. The Sunflower/Mixed Seed versions will be available in July 2009, with a nyjer seed version being introduced later this year. The suggested retail pricing is \$34.99 and \$44.99.

The Ring Pull feeder line and all Droll Yankees products are available through quality Lawn & Garden Distributors. An added value for the independent retailers - Droll Yankees products are not sold to Wal-Mart®, Target®, Home Depot®, Lowes® or K-Mart®. For information on a distributor in your area, please contact drollbird@drollyankees.com or call Droll Yankees Customer Service department at 1-800-352-9164. Consumers can locate a Droll Yankees retailer at www.drollyankees.com. Click on Find A Retailer.

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Droll Yankees is known as the Makers of the World's Best Bird Feeders®, having introduced the first tubular bird feeder in 1969 and being acknowledged as the standard bearer since then. Innovative designs, reliable quality and a Lifetime Warranty against squirrel damage have made Droll Yankees famous throughout the world. [www.drollyankees.com](http://www.drollyankees.com)



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