

**Marianne Bertrand wins Innovation Award at
Rotman Canadian Woman Entrepreneur of the Year Awards 2002**

Toronto, ON – November 22, 2002 – *Marianne Bertrand, President and founder of Muttluks* was presented last night with the 2002 *Innovation Award* at the *Rotman Canadian Woman Entrepreneur of the Year Awards*, an annual initiative of the Joseph L. Rotman School of Management, University of Toronto and BMO Financial Group.

“We are extremely proud to pay tribute to the innovation and courage of all of the nominees and winners” says Roger Martin, Dean of the Rotman School. “These women are shining examples of Canadian individuals and companies that are innovative and competitive. Their relentless pursuit of unique business strategies has created value for our economy and for their customers.”

The Rotman School cited the following examples of innovation in their presentation to Ms Bertrand: During a cold spell in 1994, Marianne Bertrand saw her dogs’ paws suffering from the cold weather and salty streets. Her inability to find a suitable pet boot, combined with an extended forecast of fiercely cold weather, led Marianne to design and manufacture a pair of boots for her dog. Working at her dining room table, Marianne saw an opportunity for a new venture. When she sold 130 sets in less than a week to local pet stores, Marianne had covered her impending mortgage payment and had start-up capital for a business.

Her staff was working two shifts seven days a week in September 2001 when the call came from the NYPD Canine Unit and the Chicago Fire Department asking for boots. All efforts were re-directed to that project and Muttluks donated 850 sets of boots to the Search and Rescue dogs involved in the emergency response at the World Trade Centre site in New York City. Thousands of people, including whole classes of school children, sent notes of gratitude in response to this gift. Muttluks sales continue to double almost every year and the company expects to manufacture nearly 500,000 boots by the end of the current fiscal year.

The other *2002 Rotman Canadian Woman Entrepreneur of the Year Award Winners* are:

- Start-Up Award – Kate Bird, Career Essentials Inc. Toronto, ON
- Impact on Local Economy Award – Jackie Kevill, Loony Lizard Dollar Stores, St. Catharines, ON
- Export Award – Kathryn From and Sherry Leeder, Bravado Designs Inc. Toronto ON
- Lifetime Achievement Award – Rebecca MacDonald, Energy Savings Income Fund, Toronto, ON

About Muttluks

Since Muttluks began in 1994, they have grown from a small, home-based business, to a 7,500 sq. ft. manufacturing facility. Canadian made Muttluks are sold across North America and Internationally and come in two models *All Weather Muttluks* and *Fleece Lined Muttluks*.

Muttluks’ success as a high-profile pet accessory is due to a combination of satisfying a need among pet owners by producing a high quality boot for dogs that is not only practical, but also visually appealing.

Ms. Bertrand called her dog boots Muttluks, inspired by the original Inuit sealskin boots known as 'mukluks' (high boots) that have a legendary reputation as durable, warm, and water-resistant.

We invite you to visit our web site www.muttluks.com or call us at (416) 699-6922.

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