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PRODUCT RELEASE

Muttluks *the* dog boot for all seasons

Rated top dog boot in the industry!

TORONTO, CANADA– August 22, 2002 – *Muttluks*, rated the top dog boot* in the industry has a boot for your dog’s needs, no matter what the season. The Canadian manufacturer of high quality boots for dogs produces two models: *All Weather Muttluks* and *Fleece Lined Muttluks*. Both are proving to be the preferred dog boot of choice as Muttluks expands their sales territory internationally.

“All Muttluks products were developed in response to comments and suggestions from pet owners, customers and retail personnel,” said Marianne Bertrand, President, and Founder, Muttluks Inc. “All Weather and Fleece Lined Muttluks are variations and improvements on the original Muttluks, high quality boots for dogs.”

Product Features

All Weather Muttluks are perfect for hot pavement, hiking, rain, or snow. The boot is made from a waterproof fabric that keeps dogs dry and clean and comes in an attractive rain slicker yellow.

Fleece Lined Muttluks for icy conditions and colder weather have a fleece inner lining that keeps paws warm as well as dry and a new and improved quick drying cuff. The boot comes in three streetwise colours – red, green, and black.

Both models feature:

- A wider range of sizes than competitive brands with eight sizes to fit breeds from Chihuahuas to Great Danes and everything in-between;
- Self-tightening hook and loop straps allow for easy, secure, and quick fastening and ensures a snug and comfortable fit;
- 3M Scotchlite™ reflective-material providing safety and nighttime visibility;
- Leather bottoms and leather toe protection (on sizes M to XXL) made from treated water and salt resistant leather.
- A paw-fitting chart that makes it easy for pets to be sized on the spot and offers strong sales support at retail;
- Reusable packaging with a cloth mesh, drawstring bag that can be used to store Muttluks or, for other general storage.

Muttluks are available throughout North America at pet supply retailers. Suggested retail price for a set of Muttluks is US \$36 (CDN \$40-55), depending on the size.

***Top Dog Boot**

Muttluks was awarded a four star rating from, “The Whole Dog Journal,” an independent publication that provides consumer testing and reports on dog products. The publication called Muttluks, “the Mercedes of the dog boot world and our top choice for winter boots.”

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For further information on Muttluks products, call **Toronto Direct 416-699-6922, North American Toll Free 1-888-MUTTLUK (688-8585)** or, visit us on the Internet at **www.muttluks.com**.

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.

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**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

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NEWS RELEASE

Muttluks debut 'pawsitive relief' POP poster campaign

TORONTO, CANADA—October 1, 2002 – Muttluks debuts its first POP campaign this fall with the whimsical 'Pawsitive Relief.'

The poster visual (poster included in kit) features eleven different breeds modeling Muttluks All Weather and Fleece Lined products.

The simple and playful execution reinforces one of Muttluks' strategic marketing messages that no matter what size your dog is, there is a pair of Muttluks for them.

The poster will be distributed to all Muttluks retailers for point of purchase display. Consumers interested in obtaining a copy of the poster can purchase it on the Internet at www.Muttluks.com.

The creative concept for the poster came from Muttluks' communications agency *Special Assignment Inc.* *Karl Richter, Radar Studios* was the photographer with poster design handled by *Joanne Pettigrew Design* and *Marianne Bertrand*.

"Since we began Muttluks our principal marketing tools have been Public Relations and our web site," explained Marianne Bertrand, President, Muttluks Inc. These have served us very well by generating strong word of mouth interest in our products. Our new poster nicely balances the whimsy of dogs in boots with the underlying marketing message that there is a Muttluks for every dog."

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Marianne Bertrand

Inspired by a gift of ineffective dog boots for her Basset hounds, Marianne Bertrand set out to build a better mousetrap, in her case, a better dog boot. Thus was sown the seed of innovation and Muttluks was born.

Encouragement for the Muttluks concept came quickly when the first one hundred and thirty sets sold out in less than a week to local Toronto area pet stores who also recognized the need for quality canine paw wear. Ms Bertrand's entrepreneurial instincts had again proven right on the mark.

Before starting Muttluks, Ms Bertrand had applied a similar, 'necessity is the mother of invention,' logic to the construction business. Active as a consultant and designer in home renovations, her expertise in the environmental and non-toxic construction field developed out of health issues in her own life and her experience with environmental sensitivities. She recognized the opportunity to provide household audits and environmental renovations for people with allergies and sensitivities to building materials.

From a business standpoint, as she would later do with Muttluks, Marianne Bertrand had found a niche not being addressed in the marketplace. As a result of her innovations, the residential renovation company was awarded the Canada Mortgage and Housing Corporation (CMHC) 1995 Healthy Housing Award.

Ms Bertrand has also become a much sought after speaker at various business associations and networking groups. Her unique blend of entrepreneurial chutzpah and innovative product design is not only a winning combination, but has proven to be quite inspirational to novice entrepreneurs.

In fact, she could easily be taken for a Renaissance woman. Montreal born and raised, she holds a BA in Business Administration from Acadia University with a major in Accounting and Small Business. Ms Bertrand is a graduate of the Canadian Securities Commission Course and also pursued a degree in Interior Design at Ryerson Polytechnic University. With new Muttluks products on the drawing board and her keen sense for developing innovative concepts, Marianne Bertrand personifies the entrepreneurial spirit of small business owners today.

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Notable Achievements

1997

- Participates in the Canadian Businesswomen's International Trade Mission to Washington, a Canadian Federal Government trade initiative.

1998

- Muttluks sales double from the previous year and her product receives extensive national media coverage in trade and consumer print and electronic media.

1999

- Ms Bertrand is invited to participate in the first ever "Canada/U.S.A. Businesswomen's Trade Summit in Toronto"
- Muttluks introduces All Weather Muttluks

2000

- Introduction of Muttluks to the European market with Muttluks attendance at the Interzoo trade show in Nürnberg, Germany.

2001

- Muttluks cited as 'the Mercedes of dog boots' by independent consumer publication "The Whole Dog Journal" receiving a four star rating as top dog boot on the market.
- Muttluks introduces Fleece Lined Muttluks.
- Ms Bertrand recognized by media around the world for her efforts to provide protective dog boots to NYC Search and Rescue Dogs, in the aftermath of 9/11.

2002

- The Toronto Humane Society honors her with their 'Be Kind to Animals' award.
- Ms Bertrand profiled in the book "Canadian Women Invent!" by Annie Wood.
- Marianne Bertrand wins Innovation Award at Rotman Canadian Woman Entrepreneur of the Year Awards 2002.

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