



NEWS RELEASE

Muttluks shows its stripes with new PawZazz

TORONTO, ON, September 17, 2004 – Introducing PawZazz the newest fashion statement from Muttluks, high quality boots for dogs. Our new PawZazz model offers fashion conscious canines the comfort and warmth of Fleece Lined Muttluks in five attractive dual-colored striped leg cuff combinations.

“We’re always looking for new ways to have fun with the product so we decided to add a little PawZazz,” said Marianne Bertrand, President, and Founder, Muttluks Inc.

PawZazz Muttluks are great for icy conditions and colder weather. Their fleece inner lining keeps paws warm as well as dry with our quick drying ‘fashion’ cuff.

PawZazz comes in three streetwise colours – red, green, and black with these dual cuff combos: red boot with red and purple cuffs; black boot with red and black cuffs; green boot with orange and white cuffs; black boot with black and white cuffs and red boot with red and black cuffs.

PawZazz, like the original Fleece Lined and All Weather Muttluks, has the same great features:

- Our **new** and improved abrasion resistant leather;
- 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 & 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;
- 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.

PawZazz 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.

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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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