

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."

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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MEDIA CONTACT:

Peter Donato, Special Assignment Inc.
Tel: 416-964-6118,
E-mail: donato@specialassignment.com