



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.

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

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