



## NEWS RELEASE

### Welcome to Muttopia

*A new line of products for pets and their people*

**TORONTO, December 20, 2005** – *Muttluks Inc.* is pleased to announce the introduction of *Muttopia*, a new line of products for pets and their people from the Company that created Muttluks, high quality boots for dogs.

“After more than a decade of pandering to paws,” said Marianne Bertrand, President and Founder of Muttluks Inc. “we are expanding our focus with new products under the Muttopia name. Our first offering is a line of stylish and high quality dog coats, acquired from the Rosedale Valley Road Gang (RVRG) that will now be manufactured under the new Muttopia label. Pets can step out in full style this season with matching Muttopia coats and Muttluks.

Muttopia is a new concept around pets and their people. The success of Muttluks and the continuing growth of the pet accessory market provided the impetus to explore ideas I’ve had in my head for years. This spring there will be a larger glimpse into Muttopia when we present more products.”

Muttopia Coats are available in six different styles, in a variety of sizes and colours:

Reversible Snowsuit, Polartec Fleece Jogger, Dog Jog Rainsuit, Belted Coat, Snap Coat, and a Biker Jacket. A complete sizing and style guide is available at [www.muttluks.com](http://www.muttluks.com).

#### **About Muttluks**

Since Marianne Bertrand started Muttluks in 1994, it has grown from a small, home-based business, to a 7,500 sq. ft. manufacturing facility. Today Canadian made Muttluks are sold around the world.

Muttluks’ success as a high-profile pet accessory is due to its design, practicality and high quality workmanship. 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. Muttluks come in two models *All Weather Muttluks* and *Fleece Lined Muttluks*.

Muttluks head office is located in Toronto. We invite you to visit our web site [www.Muttluks.com](http://www.Muttluks.com) or call us at (416) 699-6922.

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**MEDIA NOTE: High res pics for Muttluks and our new line of products - Muttopia coats are available at [http://www.muttluks.com/press\\_kit/index.php](http://www.muttluks.com/press_kit/index.php). at the top under "Click here for PR Photos and Poster".**

#### **MEDIA CONTACT:**

Peter Donato, Special Assignment Inc.

Tel: 416-964-6118,

E-mail: [donato@specialassignment.com](mailto:donato@specialassignment.com)