

FOR IMMEDIATE RELEASE

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USA-made PoochieBells® to be Featured at Crufts®s 2012 in the UK

-Dougal's Den of Staffordshire to exhibit Connecticut company's product.-

SIMSBURY, CT. (February 17, 2012) – Poochie-Pets announced today that Dougal's Den of Staffordshire, GB will be featuring their PoochieBells dog potty training doorbell at Crufts 2012 at the NEC Birmingham, UK in March. With 28,000 dogs competing for Best in Show, 150,000 attendees, and hundreds of trade exhibitors, The Kennel Club's (UK) Crufts makes it the largest dog show in the world.

With Crufts' popularity, it can take new companies up to five years of applying before receiving an exhibitor stand. "We first applied for a Crufts' stand in 2010 and again last year." Lynn Haigh owner of Dougal's Den said. "After being placed on a cancellation waiting list this year, on January 18th we received notice that a stand had become available. The opportunity to showcase PoochieBells at Crufts 2012, the largest dog show in the world, is a great chance for us to introduce this innovative product to the dog-loving UK population. PoochieBells® works and there is nothing else like it available in the UK. Many of our customers have provided positive feedback and even video coverage of their dogs ringing their PoochieBells."

First introduced in 2005, PoochieBells training tool are used by dogs to notify their owner when it is time for them to go. "When Lynn first notified me of the news that she was going to showcase PoochieBells at Crufts," Cheryl Pedersen, founder of PoochieBells said, "PoochieBells was developed to bridge the communication gap between owner and dog. So, I imagined dogs from all over the world ringing their PoochieBells, letting their owners know that they had to be let out. It is an honor that Dougal's Den chose to showcase our product."

For more information, images or product samples contact Dianne Howles at Poochie-Pets, LLC 860-408-9003 or dhowles@poochie-pets.net.

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About Poochie-Pets, LLC:

Founded in 2005, Cheryl Pedersen, owner of Poochie-Pets, LLC, created PoochieBells® after learning about bell training while housebreaking her puppy. After experimenting with materials to make a dog doorbell, she developed the PoochieBells design. With a computer background, Cheryl developed a website and began selling PoochieBells through the internet. Sales grew and orders began to come in from retail outlets. In 2009, Poochie-Pets moved into a larger facility in which to handle sales and production growth. The company has since expanded its product offerings to include collars, leashes, and LeashLink®; along with PoochieBells, are all made in Connecticut. Poochie-Pets also sells exclusively-made pewter metal hooks made by a RI company. Poochie-Pets dog products can be found in retail outlets throughout the United States, Canada, and overseas.

About Dougal's Den:

Based in the Staffordshire Moorlands area of the UK, Dougal's Den was founded in 2010 by Lynn Haigh. A pet retail business specializing in unusual and innovative pet products from all over the world, Lynn began her company in response to the lack of stylish pet products available in superstores and the decline of brick and mortar pet stores. The company's mission is to put the exceptional pet products they find through their travels under one roof, so that pet owners have one source to go to. Lynn has been offering PoochieBells since first discovering them while on holiday in South Carolina in 2009.