



**FOR IMMEDIATE RELEASE**

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**Poochie-Pets, LLC Announces New European Distributor/Website**

*-Made for Dogs™ Netherlands becomes exclusive distributor.-*

SIMSBURY, CT. (August 4, 2011) – Connecticut-based Poochie-Pets, LLC announced today that Made for Dogs™ in the Netherlands has exclusive, distribution rights to sell their complete line of dog products throughout Europe.

“We are pleased to formalize this partnership with Made for Dogs™,” Ms. Pedersen states. “Our business relationship started three years ago when they first began distributing Poochie-Bells® in the Netherlands. Expanding our complete line throughout Europe not only fits with our growth strategy, but their expertise in the marketplace and knowledge of our products makes Made for Dogs™ a great fit for our company.”

Made at Poochie-Pets’ facility in the United States, Made for Dogs™ will carry collars, leashes, LeashLink® (an accessory that attaches to the handle of a leash while walking the dog to safely hold keys and other possessions), and Poochie-Bells® potty training dog doorbells. Within these product categories are Poochie-Pets’ exclusively-designed dog-themed patterns including Best Friend and Good Dog.

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 recognizing the need for a decorative, economical, problem solver to stop dog accidents in the home. The company began selling PoochieBells® potty training dog doorbells to individuals via the internet at that time. A year later, after attending trade shows, marketing the product, and through professional dog endorsements, retail sales began to come in throughout the United States, Canada and abroad. Three years ago, to enhance their product offering, the company introduced custom-made pewter metal hooks (made in Rhode Island), exclusively-designed collars and leashes, and LeashLink® leash accessory to hold keys, poop bags, etc. while walking the dog. In 2009, the company moved from the owner's home into a larger manufacturing facility to accommodate its growth and workforce. With the exception of the hooks and Furbitz®, all of Poochie-Pets' products are made at the Simsbury, CT facility.

#### About Made for Dogs™:

Made for Dogs™ is a young, fast-growing company founded in 2008 by Jolanda van der Basch. Jolanda's, maiden name is "van der Made" and therefore the company name Made for Dogs™ was easily found. Jolanda is a dog-loving person and own's two Bearded Collies. To help avoid muddy paws in the house, she came across the PawPlunger product in the United States and started to sell this product in Europe. This was the start of the company, and Jolanda soon recognized the need of niche products in Europe. Traveling through the United States looking for other unique products, she came across PoochieBells® dog potty training doorbells. Immediately, Jolanda was impressed by the unique, quality craftsmanship put into this product. The Made for Dogs™ company slogan is "Specialized in Specialties" and is why Made for Dogs™ feels Poochie-Pets is a perfect match for them.