

Press Release

Chillybuddy, a Cool Winner

(Rockville, MD) July 30, 2007--Chillybuddy, the durable, light-weight dog cooling jacket introduced this summer by PT Bofabs, has been selected for a 2007 Editors' Choice Award from *Pet Product News International*. Winners of this annual award were announced in the July 2007 issue of *PPNI*, published by Bow Tie, Inc., leading producer of pet magazines in the US. "Every year we review hundreds of products, and we chose 30 winners this year," says Jaime McLendon, associate editor of *PPNI*. "We look for products that are innovative, practical and well-designed. Winners must have at least two of these qualities."

"Not only is this a honor, to be recognized by some of foremost pet-care experts, but it supports our belief that there was a need for this kind of jacket," says Bob Stalick, President and General Manager of PT Bofabs, who created the Chillybuddy prototype for his own sun-shy Australian Shepherd, Buddy. "We are pleased that *PPNI* editors, with all their experience evaluating dog accessories and supplies, think Chillybuddy meets that need. While there are other jackets on the market, ours is the only one, as far as we know, that does two things--provides shade and evaporative cooling." Chillybuddy has a breathable reflective outer layer and cotton mesh lining that, when dampened, has been proven to substantially lower the temperature of a dog's coat--from 145 °F to 83 °F on a 90 °F day--and maintain that lower temperature. "A consistantly lower coat temperature means a cooler environment for your buddy," says Stalick, who regularly enjoys long days outdoors with his dogs.



Notes to Editors:

Pet Product News International, a monthly business publication, has been an industry leader for over 60 years. Pet professionals rely on its content for news on trends, products and regulatory issues. The pet-care industry in the US generates over \$35 billion in expenditures. More than 73 million dogs live with American households.

The Chillybuddy jacket, an engineered solution to keep the hottest dogs cool, comes in two styles--Casual and Sport. Chillybuddy Casual is available in seven sizes, petite to xx-large, priced from \$41.95 to \$62.95. Chillybuddy Sport is available in four sizes, medium to xx-large, priced from \$57.95 to \$77.95. For more style and size information, please visit our website at www.chillybuddy.com. Chillybuddy is available for purchase on-line and at select stores. The jacket design is protected by a patent pending with the U.S. Patent and Trades Office.

High-resolution photographs are available for publication.

The Coolest Dogs Wear Chillybuddy™

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