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PLANET DOG RECEIVES 2008 MAINE GOVERNOR'S AWARD FOR BUSINESS EXCELLENCE

Portland, ME (March 17, 2008) – Planet Dog is proud to announce that it is a recipient of the 2008 Maine Governor's Award for Business Excellence. Governor John Baldacci presented the prestigious award to Alex Fisher, Planet Dog's founder and Chief Creative Officer, on Friday, March 14th in recognition of the company's commitment to corporate sustainability and for its dedication to their employees and community.

Over the past decade, Planet Dog has evolved into an award-winning and respected pet industry leader with proven values-based initiatives that bring people and dogs together for fun and mutual support. They "romp the romp" by: keeping the tails of their "pack" wagging with a progressive and family-friendly work environment; creating an array of non-toxic and recyclable products that produce virtually no waste; providing financial resources to those in need; and educating consumers about canine-related issues.

"We are extremely proud that our commitment to leading a values-based business and our community is being recognized by the Governor," says Fisher. "As a small company doing big things, our goal has been and will always be to improve the world around us by giving back to our community, our workforce and the environment," adds Fisher.

Planet Dog runs side by side with the Planet Dog Foundation (PDF). PDF, whose philanthropic mission is to promote and celebrate programs that enable dogs to serve and support their best friends, receives 2% of Planet Dog Company sales. These vital funds, augmented by individual financial contributions and a growing endowment, are donated back to non-profit canine service programs nationwide.

In 2007, PDF doubled its cash and in-kind donations from the previous year giving more than \$200,000 to several worthy organizations in Maine and beyond. For more information and a full list of programs and grantees, please visit

www.planetdogfoundation.org.

In addition to PDF, the company is also well known for creating the "world's best dog ball" out of their signature recyclable and non-toxic Orbee-Tuff® material. The Orbee Ball was the springboard for Planet Dog's reputation as a strong proponent of responsible manufacturing and product safety and they plan to make all of their products on U.S. soil by 2010.

As a national brand, the company is embarking on a public service campaign in partnership with The Humane Society of the United States (www.hsus.org). The goal of the campaign is to educate consumers about adoption and encourage them to assist them in the effort to increase the number of pets adopted each year.

Planet Dog products can be found at over 3,000 retailers nationwide (notable customers include L.L. Bean, Target and Life is Good). They also have a retail business, which includes their Company Store on Marginal Way in Portland and a consumer e-store at www.planetdog.com.