



PLANET DOG
Wagging tails always guaranteed.

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***OUTSIDE* MAGAZINE NAMES PLANET DOG
ONE OF AMERICA'S BEST PLACES TO WORK IN 2008**

Working Like a Dog Takes on New Meaning

Portland, Maine (April 14, 2008) – Planet Dog is proud to announce that it has been named one of America's Best Places to Work in 2008 by *Outside* magazine. The values-led designer and developer of innovative dog products is being recognized as one of the best employers in the country by providing a great work environment that also promotes environmentally friendly business practices and offers a work/quality of life balance for employees.

The program was created by *Outside* magazine in partnership with the Outdoor Industry Association and Best Companies Group to find companies that make it possible for employees to balance productivity with an active, eco-conscious lifestyle. The magazine conducted thorough surveys based on benefits, compensation, job satisfaction, environmental initiatives and community outreach programs designed to identify, recognize and honor the best employers in the country.

The extensive, year-long process identified non-profit and for-profit organizations with at least 15 employees working in the United States. Planet Dog is one of 30 companies that have been selected in three categories: small (15-49 employees), medium (50-249) and large (250+).

With 44 employees (not including the 30 dogs that accompany them to work every day), Planet Dog has been ranked second in the small-sized company category. The full list and related stories are published in the May issue of *Outside* magazine, available on newsstands April 15, 2008.

"We are honored to be receiving this recognition alongside admirable companies like Patagonia that have inspired us from the beginning," says Alex Fisher, Planet Dog's Founder. "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 workforce, the community and the environment," adds Fisher.

Companies entered the two-part process to determine *Outside* Magazine's Best Places to Work in 2008. The first part consisted of evaluating each nominated company's workplace policies, practices, philosophy, systems and demographics.



The second part consisted of an employee survey to measure the employee experience. The combined scores determined the top companies and the final ranking which will be published in the May 2008 issue of Outside magazine. Planet Dog's total survey average was 91% thanks to an impressive response from their employees.

"These 30 companies figured out that there is a way to have it all and understand the growing need for work/quality of life balance," says Chris Keyes, Editor of Outside. "These organizations have found a way to bring company morale to a whole new level while at the same time being responsible to their local communities and the environment. It's a trend that we only see increasing in the years ahead," adds Keyes.

Whether creating great products, providing financial resources or helping to educate consumers about canine-related issues, Planet Dog is proud to be a pet industry leader with proven socially responsible initiatives that bring people and dogs together for fun and mutual support.

Planet Dog's flagship initiative is the **Planet Dog Foundation**. The Foundation, whose philanthropic mission is to promote and celebrate programs that enable dogs to serve and support their best friends, receives a percentage of every Planet Dog purchase. In turn, it is 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. For more information and a full list of programs and grantees, please visit www.planetdogfoundation.org.

Planet Dog's award-winning "pedigree" also includes the Maine Governor's Award for Business Excellence which was bestowed in March. For more information about Planet Dog, please visit www.planetdog.com.