



PLANET DOG
Wagging tails always guaranteed.

FOR IMMEDIATE RELEASE

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**PLANET DOG FETCHES "BEST OF NEW ENGLAND" EDITOR'S CHOICE
AWARD FROM YANKEE MAGAZINE**
Planet Dog Company Store is Named "Best Store to Woof About"

Portland, Maine (May 28, 2009) – Planet Dog, the locally-owned and globally-known philanthropic leader in the pet industry, is barking proudly about its most recent accolade - an Editor's Choice award from the experts on all things New England at Yankee Magazine. The "Best of New England" Editor's Choice Awards are featured in Yankee Magazine's 2009 Travel Guide on newsstands now.

Yankee Magazine editors and special travel contributors named 254 "Best of New England" Editor's Choice Award winners for 2009, which includes the best restaurants, lodgings, attractions, and bargains in New England. The Planet Dog Company Store located at 211 Marginal Way in Portland was named the "Best Store to Woof About."

According to the editors "Portland earns kudos as a dog-friendly town, and Planet Dog (motto: "Think globally. Act doggedly.®") earns raves for its environmentally friendly pet products (check out the Orbee-Tuff Ball®), commitment to animal causes, and pet programs."

As proud members of the Portland Buy Local Campaign, the Planet Dog Company Store offers a wide variety of Maine-made products including; toys, leashes, collars, food and accessories. In addition, the store has a popular Grooming SPA and many other services for dogs of all ages such as romp-rrr-room (a FREE puppy play group every Saturday & Sunday) and puppy and manners training classes. The store also hosts many special events and fundraisers that benefit dog loving Mainers and non-profit animal welfare organizations throughout the state.

Events happening in June alone include: Bark in the Park with the Portland Sea Dogs; the Bayside Trail Celebration which will feature a groundbreaking ceremony with Senator Susan Collins; book signings with well known animal behaviorist Dr. Patricia McConnell and artist and author Stephen Huneck; and the Dogs at Work Festival which is being held in support of pet adoption and working dogs everywhere.



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Planet Dog's commitment to the environment is exceptional. They create virtually no waste making their signature Orbee-Tuff® toys, which are manufactured in Maine and Massachusetts. On the local front, Planet Dog is a major sponsor of the Bayside Trail Development project. Their sponsorship includes the donation of 101 Dogwood trees that will be planted along the new 1.4 miles of trail.

And the company's commitment to pet adoption goes well beyond hosting weekly adoption days at the Company Store and the awareness created by their Adopt. toys. Planet Dog played an instrumental role in the creation of a new animal welfare specialty license plate for the state of Maine that will raise valuable funds for the state's Animal Welfare Program and Help Fix ME.

The company has been recognized as one of the nation's Best Places to Work by Outside Magazine and received the Maine Governor's Award for Business Excellence in 2008. Their award-winning toys can be found in pet stores from Portland, Maine to Portland, Oregon and way beyond. For more information about Planet Dog and the Company Store, please visit www.planetdog.com.

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.

"As a small company doing big things, our goal will always be to improve the world around us by giving back to our community, our workforce and the environment," says Alex Fisher, Planet Dog's Founder. "Our internal mantra is "think globally, act doggedly." When running a business, it's easy to get absorbed in just the dollars and cents. The mantra helps keep us focused on the higher cause for which we entered this industry," adds Fisher.

Planet Dog's corporate philanthropic arm is the Planet Dog Foundation (PDF). The Foundation, whose 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.

"We're doing what no other pet product company is doing," says Catherine Frost, Planet Dog's Brand and Product Champion. "We offer innovative, top-quality products that

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dogs love, all while supporting service dog programs, encouraging pet adoption and protecting Planet Earth. Our goal is for our actions to speak louder than woofs,” adds Frost.

Since January 2006, PDF has given away more than a half a million dollars in cash and in-kind donations to several worthy organizations in New England and beyond. For more information and a full list of programs and grantees, please visit

www.planetdogfoundation.org.