



News Release

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FOR IMMEDIATE RELEASE

AWARD-WINNING STUFF 'N SNIFF® COMPANION PRODUCT LINE FEATURED ON GOOD MORNING AMERICA

ORLANDO, FL (JANUARY 2007) The *Stuff 'N Sniff®* product line was recently featured on the Puppy 101 segment of Good Morning America with Dr. Marty Becker. *Stuff 'N Sniff®* was featured as a great training toy for new puppies, that can be further used as a separation anxiety and companion aid, a training enhancer, and a playtime pal with squeakers inside.

“We knew this product would be a welcome addition in the dog community,” notes Wendy Supino, President and Chief Executive Officer of Petailing, Inc. (d/b/a edogz.com). “And after winning 2nd place at the Global Pet Expo in the Dog Category, we are excited to bring our product to market.”

“*Stuff 'N Sniff®* continues to expand its uses in the marketplace. While discussing the uniqueness of our product with recent tradeshow attendees, we discussed the option of using *Stuff 'N Sniff®* to reduce tension during and after extended animal hospital visits and help newly adopted dogs transition to new homes.”

Because *Stuff 'N Sniff®* incorporates a center cavity that can hold a sock (or other scented item), the new pet owner’s scent will naturally be a part of the toy’s make up, therefore reducing anxiety during the transition from the foster home to its new home. Through *Stuff 'N Sniff®*, the scent will become a familiar thing to the newly adopted pooch and help ease his anxiety in the process. Currently, foster dog caregivers use blankets and/or clothing which hold the new owner’s scent for the transition of the adoption process, but *Stuff 'N Sniff®* offers a safe and fun alternative.

The product can be purchased on the company’s website at <http://www.stuffsniff.com/> and will soon be available in pet stores, boarding facilities, and veterinarian clinics. Dealer/wholesale options are also available by calling the company directly at (407) 324-7952.

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