



Fast Facts

<i>What is Dublin Dog?</i>	Dublin Dog is committed to pampering pets and their owners everywhere by producing accessories that blend fashion and function. Dublin Dog is the creator of the original “All Style, No Stink” 100% waterproof dog collar, as well as a complete line of colorful and stylish leashes, dog tags, and fashion-forward t-shirts for owners.
<i>Dublin Dog History</i>	In October 2004, Dublin Dog founder Jason Watson had what seemed like an everyday phone call with his wife. She’d just taken their two exuberant dogs, Kona and Jake, to the park where the dogs had gotten wet, and as a result, their collars smelled horrible. After he hung up, his eyes fell on his own odor free and waterproof watchband, and he had a literal “ah ha!” moment. Less than a year later, after lots of research, development, and design based on this athletic watchband concept, Jason opened a box that contained his first round of prototypes. He was thrilled with the results and it was then that he knew the idea was a good enough one to build an entire company around. And on July 7, 2007 (the lucky date of 7/7/07), Dublin Dog opened for business in Charlotte, N.C., with a staff of one (Jason), and an initial inventory of 35,000 “All Style, No Stink” collars to sell. It didn’t take long for dog lovers everywhere to find them.
<i>Dublin Dog Products & Pricing</i>	Original “All Style, No Stink” 100% Waterproof Dog Collar (XS-XL, \$20-30) Dublin Dog Nylon Leash (S \$22, L \$24) Dublin Dog Tags (S & L, \$15) Window Shepherd™ (Price TBD) Fashion Clothing For Owners (T-shirts, Caps & Visors - \$20-\$30)
<i>Where are Dublin Dog products sold?</i>	Dublin Dog products are sold online at www.DublinDog.com , as well as in fine pet stores and kennels throughout the U.S and abroad.
<i>Dublin Dog Philanthropy</i>	In 2008, the non-profit Dublin Dog Foundation was established, with a mission to foster the therapeutic and service roles of dogs in the development, support, and inspiration they provide to their human companions.
<i>Dublin Dog Online</i>	www.DublinDog.com
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History

In October 2004, Dublin Dog founder Jason Watson had what seemed like an everyday phone call with his wife. She'd just taken their two exuberant dogs, Kona and Jake, to the park where the dogs had gotten wet, and as a result, their collars smelled horrible. Though on the surface, this didn't seem a life-changing conversation, that's exactly what it ended up becoming. After he hung up, his eyes fell on his own odor free and waterproof watchband, and he had a literal "ah ha!" moment.

Less than a year later, after lots of research, development, and design based on this athletic watchband concept, Jason opened a box that contained his first round of prototypes: stylish, waterproof, stink-proof collars, constructed with blend of liquid polymers, hand-injected and layered into each pattern to eliminate any potential odor. He was thrilled. These were collars he himself would buy, to put on the dogs he loved. It was then that he knew the idea was a good enough one to build an entire company around.

And on July 7, 2007 (the lucky date of 7/7/07), Dublin Dog opened for business in Charlotte, N.C., with a staff of one (Jason), and an initial inventory of 35,000 "All Style, No Stink" collars to sell. It didn't take long for dog lovers everywhere to find them.

In addition to its line of original "All Style, No Stink" 100% waterproof collars in a variety of patterns and colors, Dublin Dog currently produces a full line of dog accessories, including leashes and tags, and the uniquely innovative "Window Shepherd," a window restraint system that prevents fresh air-loving dogs from falling or jumping from the open windows of moving cars. The company also produces a line of fashion-forward designed clothing for dog owners.

In 2008, the non-profit Dublin Dog Foundation was established, with a mission to foster the therapeutic and service roles of dogs in the development, support, and inspiration they provide to their human companions.

Dublin Dog products are available for sale on the company website (www.DublinDog.com) as well as in fine pet stores and kennels throughout the U.S and abroad.



Product Overview

Dublin Dog produces a line of innovative, stylish and functional dog accessories, as well as a line of uniquely fashion-forward clothing for passionate dog owners. All products are available for sale at www.DublinDog.com and in fine pet stores and kennels throughout the U.S and abroad. Products include:

Original "All Style, No Stink" 100% Waterproof Dog Collars

The original "All Style, No Stink" dog collar is made with a polymer blend that won't absorb moisture, retain dirt, or harbor bacteria, and is hand-injected and layered into each pattern to eliminate any potential odor. Available in a variety of colorful, cutting-edge designs to match the personality of every pet, each Dublin Dog collar features customized hardware with ergonomic design, cleans easily with warm water, and glides smoothly to protect the dog's coat.

Sizes & Pricing:

Extra Small- 5"-9" (1/2" wide), SRP: \$20

Small- 9"-13" (3/4" wide), SRP: \$22

Medium- 13"-17" (1" wide), SRP: \$24

Large- 17"-21" (1" wide), SRP: \$26

Extra Large- 23"-27" (1.25" wide), SRP: \$30

Styles:

Classic Stripe, Simply Solid, Lots O' Luck, Camo Couture, Kaleidoscope, Daisy Daze, Arrrgyle

Dog Leashes

The Dublin Dog nylon leash is available in 6 color varieties with our unique polymer blend handle to complement the Dublin Dog collar (every collar has at least two leash colors that coordinate with it). The leash features a comfort grip handle made from the Dublin Dog collar material with the tag line "You Should Be So Lucky" across the top for improved traction.

Sizes & Pricing:

Small- 5' length X 5/8" wide, SRP: \$22

Large- 5' length X 1" wide, SRP: \$24

Colors:

Olive, Brown, Pink, Green, Black, Day Glo Orange

Dog Tags

Made of lightweight zinc and available in 18 styles, the Dublin Dog tag features a unique blend of old world charm and contemporary whimsy. Tags come with complementary engraving of up to 4 lines of information, in both small (7/8") and large (1 1/4") sizes. SRP: \$15

Window Shepherd™

The Window Shepherd™ is an innovative window restraint system that keeps fresh-air loving canines from falling or jumping from the open window of a moving car. Available in 2 styles and sizes to accommodate every breed, from teacup to almost-horse. SRP: TBD

Fashion Clothing For Owners

Dublin Dog offers a line of 100% cotton fashion and athletic tees in contemporary designs and colors, along with a selection baseball caps and visors. SRP: Athletic T-shirts, Caps & Visors - \$20; Fashion T-shirts - \$30



Philanthropy

Dogs coax us out of ourselves in the best of ways: making us laugh and play, calming us, and reminding us of the beauty found in simple kindness. Jake and Kona are the two exuberant wonders who, through the joy they bring him, have inspired Dublin Dog founder Jason Watson to give back to dogs and people in need of each other. In addition to in-kind donations, Dublin Dog has outlined two major philanthropic commitments in an effort to make a major difference in the lives of deserving humans and canines alike.

The Dublin Dog Foundation: *We Should All Be So Lucky™*

Established in 2008, the mission of The Dublin Dog Foundation is to foster the therapeutic and service roles of dogs in the development, support, and inspiration they provide to their human companions. Its goals are to:

- Increase the service and therapeutic role of dogs in human health, development and service
- Generate awareness and support for national programs and organizations designed to foster the unique relationship between humans and the dogs that assist them
- Support those organizations and individuals whose goals and ideology are aligned to the Dublin Dog Foundation in the development of therapy and service dogs
- Decrease financial strain of other non-profit organizations by providing product donation for their lucky dogs

From local fundraising events, to the national raffling of specially created goods (a one-of-a-kind cruiser bike with a custom-built and painted, canine-friendly sidecar, for example), to the online sales of branded Dublin Dog Foundation products, The Dublin Dog Foundation uses a combination of initiatives to support its giving. Regular reports on donations and updates on successes can be found at www.DublinDogFoundation.org.

The American Pet Cross

With the singular mission to serve as a national focus and funding organization to support animals in the area of disaster relief, adoption, advocacy and special projects, The American Pet Cross brings needed help to the most helpless animals in their direst times.

The Dublin Dog Foundation has partnered with The American Pet Cross to support and promote the important work it does, and to fund its new, state-of-the-art facility currently being built in Charlotte, N.C. In addition to in-kind product donations to the American Pet Cross, The Dublin Dog Foundation creates and sells private label products whose revenues are shared by both organizations. Available at www.DublinDog.com, these products include:

- A “Save One” Dublin Dog collar, which gives dog owners the opportunity to have their best canine friends promote the slogan of the American Pet Cross: saving one animal at a time.
- A “We Should All Be So Lucky” 2009 Calendar will be offered for sale in early winter 2008. The calendar will feature 12 photographs, one for each month of the year, selected as the winners of the web-based Dublin Dog Photo Contest.