



For Immediate Release

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Dublin Dog Co., Inc. Launches *How Do You Do Dublin* Photo Contest to Benefit Dublin Dog Foundation and American Pet Cross

Winning photos to be featured in the 2009 Dublin Dog Calendar

CHARLOTTE, N.C. (Sept. 4, 2008) – Dublin Dog Co., Inc., the Charlotte, N.C.-based manufacturer of original, high-end pet accessories and owner apparel, has launched the “How Do You Do Dublin” online photo contest at www.DublinDog.com to benefit The Dublin Dog Foundation and the American Pet Cross.

From now until Oct. 15, dog lovers from across the world can upload their favorite photo of their dog in action to be voted on by visitors to the Dublin Dog website. The top twelve photographs with the highest number of votes will be published in the 2009 Dublin Dog Calendar, which goes on sale in November with all proceeds benefiting the two foundations. In addition, the top three contestants will receive a care package of Dublin Dog products to reward their playful pet.

“We are thrilled to launch the ‘How Do You Do Dublin’ contest that celebrates dogs being dogs,” said Jason Watson, Dublin Dog’s founder and CEO. “At Dublin Dog we aspire to create products that encourage dogs to be their playful, active, wet, dirty and fun-loving selves. We are hopeful that this contest will not only celebrate our four-legged friends in action, but also help benefit two great causes that are very close to our hearts – The Dublin Dog Foundation and the American Pet Cross.”

“Jason Watson and Dublin Dog ‘get’ pets and their owners completely,” said Daniel J. Taylor, founder of American Pet Cross. “That is why we chose Dublin Dog to create the official APC SAVE ONE collar. Dublin Dog is the perfect example of what a 21st century business can be when it decides to do business and do good at the same time.”

The Dublin Dog family of products originated with the “Original All Style, No Stink” 100% waterproof pet collar that features colorful, cutting-edge designs to match the personality of the pet. Recent additions to the Dublin Dog line include a nylon leash line, 18 newly designed and custom-made dog tags, as well as fashion tees and hats for owners.

About American Pet Cross

American Pet Cross is a national focusing and funding organization to assist animals in the situations of Disease, Abuse, Abandonment, and Disaster. Its APC Care Center and APC Rescue Camp concepts promise to both treat and protect animals across the country. The American Pet Cross Foundation was established in 2008 to accomplish those goals through the SAVE ONE campaign. For more information, visit www.AmericanPetCross.com.

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About Dublin Dog

With “You should be so lucky”™ as its company motto, Dublin Dog is committed to pampering pets and their owners everywhere by producing accessories that blend hip style and function. Founded in 2007 in Charlotte, N.C., by passionate dog owner Jason Watson, 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. The Dublin Dog Foundation, the non-profit branch of Dublin Dog, was created in 2008 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 sold online at www.DublinDog.com, as well as in fine pet stores and boutiques throughout the U.S and abroad.

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