



NEWS

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ANIMAL WOW CELEBRATES “DOGS WOW DOGS” FIRST ANNIVERSARY

*A successful debut year features innovation and accolades,
a breakthrough DVD, a bold strategic partnership,...
...and a bright year ahead*

Studio City, CA – This is a true story. Whenever five-year-old Riley would see a dog in her Chicago neighborhood, she would hide. Riley was terrified of all dogs, which meant that her family couldn't get a dog...until she saw Animal Wow's award-winning DVD, ***Dogs Wow Dogs***. Now, Riley's family was able to get a golden retriever, and Riley eagerly helps with age-appropriate tasks, such as filling the dog's water bowl and supervised play. She sums it up by saying, "Animal Wow made me less afraid of dogs."

It's a natural part of childhood to want a pet. The family pet is as American as apple pie. When a family has at least one child, there is also a 75% chance that there will be at least one pet in the home. Parents know that their children can thrive by being safe and successful with pets. Most parents also want help teaching their kids about pets, and know how challenging it can be to hold their children's attention.

Enter Animal Wow Entertainment, Inc. This a new children's media company burst onto the scene one year ago, and is quickly gaining accolades and winning awards in the pet industry, as well as among experts in child development, successful parenting,

and in children's media. It comes as no surprise that both children and parents are enthusiastic about Animal Wow's breakthrough new products...for different reasons.

Parents love Animal Wow's debut DVD, *Dogs Wow Dogs*, because it celebrates the natural connection between children and dogs, featuring two thirty-minute episodes plus DVD bonus extras, and covers an impressive range of topics, including safety, feeding, grooming, tricks, obedience, health, helping, games, breeds and mutts, empathy, love, caring and responsibility, and bringing home a new family dog.

What kids love about *Dogs Wow Dogs* is that it is also delightful family fun that they can enjoy with their parents. The whole family can enjoy Animal Wow's whimsical settings, such as a 50's diner to learn about feeding a dog, or a flying bathtub to discover that both pets and kids need to be clean. Even adults love the dozen catchy songs, comedy, and innovative visual style that combines animation and special effects with priceless performances by puppet hosts, Stately the mutt and Remix the alley cat. Stately and Remix have dozens of guests who are real pets and kids, plus sidekicks like Super Vet, a flying veterinarian who guides the show's many safety tips.

Animal Wow's creator and producer, Larry Kay, invested more than two years in research and development, bringing together experts in early childhood education, animal behavior and training, and an award-winning creative team in children's media. Kay says, "When kids discover pets, they discover themselves. Animal Wow inspires good values and habits for kids by turning pets into best friends. But for kids to really want to learn, it has to be fun -- really, really fun."

Kay is no stranger to the world of children's media. "I have had the honor of writing for Mickey Mouse and Kermit the Frog -- alter egos for two of my heroes, Walt Disney and Jim Henson," says Kay. His work has been described as soulful, playful, and visionary. Kay was the original writer and co-designer of the *Freddi Fish* computer game series, which won more than 75 awards and sold over 2.5 million CDROMs worldwide in a dozen languages. His credits include TV writing for *The Pink Panther*. He has worked extensively with Disney as a senior producer, senior product manager, and strategist with the Walt Disney Internet Group and as a creative designer on interactive games for Mickey Mouse, Winnie the Pooh, *101 Dalmatians* and *Toy Story 2*.

There is so much to enjoy in *Dogs Wow Dogs*. The DVD is a "stand out from typical kids' videos," according to *Toy Directory Monthly Magazine*, adding that "this funny, musical DVD is a terrific tool to teach children". The playful joking around between hosts Stately and Remix always ties in to pet care, and these characters are best friends, which is also the title of one of a dozen delightful original songs written by Kay and veteran children's music composer, Jimmy Hammer. "Best Friends" is a wonderfully catchy tune that is impossible to get out of your head. The show's motto is that a child and pet are, in fact, best friends.

Animal Wow is also receiving significant attention for using highly creative solutions to make a difference in the world of humane education for children. The

company was recently **endorsed by the American Humane Association**, the nation's oldest organization to protect both children and animals. Over the next five years, the Animal Wow brand will come to nearly 10,000 AHA member pet shelters and educational programs. AHA President Marie Wheatley says, "Animal Wow's exceptional product is powerful and effective because it entertains the kids while teaching them valuable lessons about pets and themselves. We are excited to be working closely with this dynamic, young company." In September 2006, Animal Wow gave a sneak peek of their newest co-branded humane education program to attendees at AHA's national convention in Chicago. More than 150 representatives of elite humane education organizations, animal shelters, and law enforcement agencies expressed enthusiasm for participating in this innovative program that will debut in 2007.

The young company is picking up endorsements, awards, and testimonials faster than a pooch chasing a squirrel. Here are a few:

- Awards in the pet industry, children's media, and parenting organizations for 2006, including: iParenting Media Award, Kids First! Endorsement, *Creative Child Magazine* DVD of the Year, and *Pet Product News'* Editors' Choice Award, making *Dogs Wow Dogs* the only dog-content DVD, video, book, or magazine to be honored by the pet industry's top trade publication.
- Testimonials from parents, educators, child development specialists, pet care professionals,...and from children, including five-year-old Riley from Chicago.

But at the end of the day, as business leaders like to muse, will the dog eat the dog food? Well, after a screening of *Dogs Wow Dogs*, you would be hard pressed to find a parent or child who isn't delighted by this breakthrough show's wholesome family entertainment combined with accurate education and message. In Kay's words, "When a child and parent enjoy Animal Wow together, that can strengthen the family bond, especially when there is a pet in the family." By the looks of things, both he and Animal Wow are well on their way to making that dream come true.

Dogs Wow Dogs is now available nationwide at more than 850 PetSmart stores, plus a growing roster of independent stores. *Dogs Wow Dogs* can also be ordered by visiting www.animalwow.com. The DVD costs \$19.95 plus tax, and can be shipped to any address in the United States for an additional shipping cost. The company is currently in talks with select companies to make the series and Animal Wow brand more widely available.

About the American Humane Association

Founded in 1877, the American Humane Association is the oldest national organization dedicated to protecting both children and animals. Through a network of child and animal protection agencies and individuals, the American Humane Association develops policies, legislation, curricula, and training programs to protect children and animals from abuse, neglect, and exploitation. The nonprofit membership organization, headquartered in Denver, raises awareness about The Link(r) between animal abuse and other forms of violence, as well as the benefits derived from the human-animal bond. American Humane's regional office in Los Angeles is the authority behind the "No Animals Were Harmed"(r) End Credit Disclaimer on TV and film productions, and American Humane's office in Washington, D.C., is an advocate for child and animal protection at the state and federal levels. Visit www.americanhumane.org to learn more.

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