



Press Release

January 16, 2008
FOR IMMEDIATE RELEASE

SHAG-A-LOO BRINGS FASHION & FUN TO FUR BABIES

Festive for parties and events yet comfortable for everyday

San Francisco, CA. — How many clothing accessories do you have that you can play with? None? That doesn't mean your pet has to be left out of the fun with fashion. The **Shag-a-loo™** lets your pup prance with a fashionable neckwear accessory that doubles as a toy — simply slip the **Shag-a-loo™** off and play some tug-of-war or fetch — it is guaranteed that your fur baby will look fetching in this new adornment.

The **Shag-a-loo™** is available in a kaleidoscope of color combinations to suit your best friend's tastes, moods, and style needs. With a variety of sizes the **Shag-a-loo™** caters from Chihuahuas to Labradors — no breed is left off this runway. Made in the USA of 100% cotton flannel, playful pets love this stretchable neckwear: Wear it, tug it, love it!

ARTICO Products' mission is, "Pets are very special and our products encourage us to make life more fun and enjoyable with them."

Jaye Johnson and Susan Cronenwett, inspired by their Toy Fox Terrier, Zoey, founded ARTICO Products in 1993. With their love for animals they have designed a full line of original, creative products for pets and people too. These trendsetters were recently featured on *Designing Spaces/Pet Spaces* showcasing their many wonderful pet products.

Their newest creation *Kuma's Kitchen: Quick & Easy Meals Your Dog Will Love!* is a cookbook for dogs, written by professional cook Nanci Courtney and filled with yummy treats such as casseroles, stews and cookies. *Kuma's Kitchen* features over 40 quick and easy recipes with fun and interesting quotes and photographs. A healthy pet lifestyle and pet parties are easy to plan with this cookbook, plus dogs really enjoy the birthday cake!

In addition, ARTICO Products' new line of pet related **Photo Frame Cards with Stickers™** designed by Laurel Lane, are specialty greeting cards styled as photo frames with an unique self-standing feature and complete with decorative matching stickers. A great way for creating memorable keepsakes to share and proudly display. From birthdays to everyday events capture those moments and share them in a creative way.

Fun, original, creative products for pets and people too! To purchase the **Shag-a-loo™** and other fun products by ARTICO, visit us online: www.ARTICOproducts.com, e-mail: sales@artico-usa.com or call toll-free 866-920-0505, 8:30 a.m. - 6 p.m. PST, Monday to Friday.

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Fun Creative Products
ARTICOproducts.com

products that make you smile!

