

FOR IMMEDIATE RELEASE

**LUCKY DOGS: Animals Matter Inc. Launches LA Dog Company**

Torrance, California – March 6, 2007 – Animals Matter Inc., dog bed maker to the stars, brings their signature flair for innovative comfort and style to their new venture, LA Dog Company.

LA Dog Company President Nancy Kline-Avera says, “The goal of LA Dog Company is to bring our expertise in pet product innovation, comfort, quality and style to a wider audience at a fair price.”

LA Dog Company’s first collection, which can be viewed on their web site [www.LADogCompany.com](http://www.LADogCompany.com), includes two different styles of luxury pet beds and one style of pet steps, which was designed specially for smaller dogs. The products, which are machine washable, retail from \$100 USD to \$195 USD and are available starting this month at boutiques in the US and abroad. The firm plans to add additional luxury pet bedding products and trend-conscious accessories to the line throughout the year.

As with all Animals Matter products, LA Dog Company products are made by hand using high-quality, fashion-forward home decor textiles. They will be formally unveiled to the trade next month at the H.H.Backer Spring Pet Industry Trade Show in Atlantic City, NJ. Animals Matter Inc. and LA Dog Company are based in Torrance, CA.

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