



NEWS RELEASE:

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Attention: Editors/Fashion, Entertainment and Retail Writers/Producers

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The Puppy Pioneer

Greenwich, CT – (December 6, 2006) – A new website for The Puppy Hugger™ and Hugger Designs LLC, will launch at ThePuppyHugger.com Monday November 30, 2006.

Yes, a new image and the exquisite taste that you know and love from The Puppy Hugger™. This site was conceptualized, programmed, and designed with the intention of serving the many pet owners and retail outlets needs with the ability to manage and be guided easier through the site while still providing luxury and class that mimics the brand products.

With this being an exciting time for the puppy hugger brand, Cat Fancy magazine named the company's reversible bed the 2006 Editor's Choice Award for innovation & creativity.

The new website has been many months in the making and has taken a great deal of time from many people...of course with the puppy love being led by owners Elaine Doran and Judy McAuliff. The Puppy Hugger™ and Hugger Designs LLC, chose [WebReality](#) as their content management system and have transitioned all the data from the their old site over to a shiny, new extremely fascinating adventure in buying and observation of what is yet to come from The Puppy Hugger™.

The site offers an array of new detail, with displays of style and an all new ecommerce feature that allows guest and wholesalers to purchase from their home and/or office. New links have been added such as press, promotions/events, and of course the ecommerce shopping cart that allows you to collect on the go all the wonderful gifts that you want and need for the furry friends in your life.

On December 1, 2006 the Puppy Hugger™ will be launching their first ever "Who's Hugging Who?" contest for puppy lovers out there! The Puppy Hugger Brands will be giving away custom made Dog Beds to the winners, of the first "Who's Hugging Who?" contest for the holiday. To enter go to ThePuppyHugger.com to submit your best affection of "Puppy Love".

About Puppy Hugger:

Inspired by their own desire to see all pets blissfully lounging on beds & blankets that not only feel good but also look good in any setting, Elaine & Judy have created an entire luxury line of pet accessories to accommodate any lifestyle. Blankets, crate pads, crate covers, pet carrier inserts, pillow shams, bones, balls, the original beds & the new square-shaped beds can be found in boutiques throughout the U.S., Europe, South America, Canada & Japan.