



*It's what's on the inside that counts!*

## FOR IMMEDIATE RELEASE

Contact: Liza Simone Wolff  
(818) 884-8045  
press@warmwhiskers.com

### WARM WHISKERS UNVEILS INNOVATIVE, REVERSIBLE PET THERAPY JACKETS

Vet recommended holistic care for pets of all ages now available in the comfort of your own home

Woodland Hills, CA (Sept. 15, 2009) - Warm Whiskers [www.warmwhiskers.com], the premiere maker of heatable and freezable animal-shaped pillow products, introduces a revolutionary, reversible form-fitted [dog jacket](#) with a very beneficial twist. The new Warm Whiskers Therapy Jacket utilizes adjustable therapy straps and larger more effective [therapy packs](#) to create the most versatile, functional pet jacket in the world; one that alleviates aches and pains, warms up chilly pets, promotes healing and increases a pet's range of motion and overall comfort while the pet is mobile.

The easy-on Therapy Jacket design allows pets to benefit from the [healing properties](#) of cold or [heat therapy](#) anywhere it's needed. The Velcro®-type system contains two adjustable securing straps that attach in front and behind the pet's front legs for a perfectly snug and comfortable fit. Each set also includes a separate attachment strap that secures anywhere on the jacket and the 100% all-natural and pesticide free [buckwheat](#) and [lavender](#) filled therapy packs may be placed everywhere on or underneath the strap or jacket to target areas as a cold compress or moist heat treatment. Sore joints or muscles can now be healed on the run with soothing, therapeutic heat during those chilly winter walks. Therapy packs safely distribute heat evenly when used as directed. For swollen limbs, inflamed joints or hot days the pack may be frozen to cool pets down. Well suited for larger, older and arthritic pets, the thermal treatment set will be the holistic, curative hit of the year combining a classic fleece-necked jacket with veterinarian recommended [Warm Whiskers' therapy packs](#).

"We were so successful with our smaller [Doggyback Jacket Packs](#) that we wanted to expand the line for larger pets and create a therapy jacket that works year round for a wider variety of breeds," said David Sternlight, CEO of Warm Whiskers. "I think what we have created with the [Therapy Jacket](#) is a revolutionary way to restore the health and ease the pain of pets. We took into consideration all of the recommendations and feedback from veterinarians, industry specialists and pet owners nationwide to design a product that meets everyone's needs; the biggest factors being safety and utility. There just hasn't been anything as affordable, adorable and functional as the [Pet Therapy Jacket](#) so we expect great things for the product nationwide."

The Pet Therapy Jacket (MSRP \$39.99 - \$44.99) will soon be available nationwide at fine pet product retailers, veterinary offices, clinics and at the Warm Whiskers website [<http://www.warmwhiskers.com>] in five sizes for pets ranging from 5 to 200 pounds. Additional strap and therapy pack sets are also available for targeting multiple areas simultaneously.

For animal lovers, Warm Whiskers offers a comprehensive line of premium grain and herb filled body and [eye pillows](#), neck and body wraps, and [cozy slippers](#) for people of all ages in plush fabrics and signature animal-shapes. Warm Whiskers proudly supports the [Arthritis Foundation](#) through participation in nationwide events, individual sponsorship and donating a portion of sales proceeds. The company is committed to helping people and pets deal with [Arthritis](#) and heal the mind, body and soul. Warm Whiskers products are sold nationwide in a wide variety of retail categories and are distributed internationally by [Romac Export Management Corporation](#)

###