



For Immediate Release

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DOG for DOG launches DOGSTREAT, for every bag of DOGSTREATs sold, one is donated to a dog in need.

DOG for DOG is the first company to donate a bag of treats for every bag sold on an ongoing basis.

SANTA MONICA, Calif. (February 11, 2013) —Makers of DOGSBAR and DOGSBUTTER just launched DOGSTREAT. DOGSTREAT is an all-natural line of dog treats made in the USA. The treats, now available in chicken and peanut butter, were developed to help dogs in need. For every bag of treats purchased, one is donated to help a dog in need.

“Shelters told us their pups are in dire need of treats, and we decided we could do something about it. With every decision we make our first question is: does this help dogs in need? If it passes that test then we know it fits into our movement. DOGSTREAT can truly make a difference.” Explains DOG for DOG’s Director of Giving, Dakota Dunn.

The company currently offers additional product lines: DOGSBAR™, all natural nutrition bars for your dog, and DOGSBUTTER™, peanut butter developed especially for dogs. Both lines are made in the USA from certified organic ingredients, when available, and are wheat, corn, soy and gluten free.

DOGSBAR™ was created to be both highly palatable and highly nutritious. The reason was to help encourage shelter dogs that turned their nose up at other foods into eating, while still getting them the nutrients they need. The line currently includes two flavors—blueberry and peanut butter.

DOGSBUTTER™ was developed with dogs’ nutritional needs in mind. Dogs love peanut butter, so DOG for DOG™ formulated a version specifically for them.

DOGSBUTTER™ is made with all natural ingredients including flaxseed for omega 3 benefits, and contains no sugar, salt, soy, hydrogenated oils or other harmful ingredients. It comes in Original with Flaxseed, Skin & Coat, or Immunity & Digestion.

When DOG for DOG™ was founded the goal wasn't just to start a treat company—it was to start a movement. Company CEO, Rocky Keever, spent the last seven years as a pet retailer, where he and his employees endorsed pet adoptions and raised money for their local shelters—yet they were frustrated by their limited ability to make an impact.

“We sat down and just said, ‘We’ve really got to do something on a national scale that makes a difference, and the only way we can do that is having everyone in the whole nation and all the pet stores in the whole nation participate,’” explains Rocky.

As a result, DOG for DOG™ was born. The team realized that while many companies in the industry are dedicated to being socially responsible, often those efforts are hard for pet owners to really understand. That, combined with their desire to make as large of an impact as possible, led to their slogan—“You buy one. We give one.”—to convey to customers that DOG for DOG™ matches each product they purchase to a dog in need.

To learn more about DOG for DOG™ or its products, please visit the company's website at www.DOGforDOG.com or call (424) 229-1411.

About DOG for DOG™

Founded in 2012, DOG for DOG™ is a Santa Monica-based company that offers products with a purpose—for every DOG for DOG™ item purchased, the company donates an item to a dog in need. The company is dedicated to creating all natural products made in the USA.

Media interviews and high-resolution images are available upon request. To learn more about DOG for DOG™ or its products, please visit the company's website at www.DOGforDOG.com or call (424) 229-1411.