



FOR IMMEDIATE RELEASE

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Poochie-Pets Reveals New Look and New Purpose

-Rebranding reflects one's appreciation of dogs.-

January 27, 2016 - Simsbury, CT - After ten years in business, Poochie-Pets, originators of the housetraining dog doorbell, PoochieBells, has announced that it has undergone a rebranding to reflect the company's vision and presence in the pet industry. Along with its new look, purpose, and philosophy, the company has a new logo, updated its website, merchandising and informational materials, and is creating new products.

"Since we first launched PoochieBells in 2005, we have been on a mission to establish a greater purpose as a company, beyond the typical day-to-day drive for immediate profits." Cheryl Pedersen, owner, said. "We are proud to have PoochieBells as a recognized and respected name in the marketplace. Through Poochie-Pets' rebranding, we are representing our company as a whole, not just a singular product."

Under the guidance of Dr. G. Cloitare Rapaille, the company's chief marketing officer, Poochie-Pets' logo, focus, and direction captures the bond between dog and owner. With the belief that your dog makes you a better person, Poochie-Pets has created an interactive area, POOCHIELIFE, on their website for others to contribute their own reasons on this subject.
<http://poochie-pets.net/reasons/>

"With social media being a popular way for people to express themselves," Ms. Pedersen said, "this is a way dog owners can share their own personal reasons why. It just makes you stop and think and come to the conclusion that many can relate to, my dog does make me a better person. We are taking what we have learned over the past ten years to make our company better."

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January 27, 2016

Page Two

Formed in 2005 in Simsbury, CT, Poochie-Pets is the originator of the housetraining dog doorbell, PoochieBells, handcrafted with USA-made custom metal bells to ensure quality and safety. The company will be launching a new line of dog-themed products in the spring of 2016, to be exhibited at the Global Pet Expo in March, that reflect its new direction. Poochie-Pets is dedicated to continuing its excellence in and personalized customer service.

For more information, images or product samples contact Dianne Howles at Poochie-Pets, LLC 860-408-9003 or dhowles@poochie-pets.net. <http://poochie-pets.net>

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