



PetzOff™ PRESS RELEASE March 19, 2008  
Orlando, FL  
USA

### NEW PETZOFF™ PRODUCT LAUNCHED AT GLOBAL PET EXPO

PetzOff™ ([www.petzoff.com](http://www.petzoff.com)) debuted in February at the 2008 Global Pet Expo in San Diego, CA to an overwhelming response.

Pet Talk host Harrison Forbes (<http://harrisonforbes.com/about.html>), a renowned animal behaviorist and resident pet expert on Regis and Kelly, described PetzOff™ as "the best new pet product of the year."

### PRODUCT DESCRIPTION

PetzOff™ is a patent-pending, decorator-quality throw with an esthetically-pleasing fabric finish on one side and a heavy-duty reflective material on the reverse. The attractive throw "stores" draped fashionably over the back of the sofa, then easily flips down to cover your sofa, bed or any furniture you wish to keep "PetzOFF™". Product dimensions for the full-size version are approximately 5 ft. x 6 ft., with solid colors for the basic version and designer shades and patterns for the upscale version.

Developed by inventor Jeremiah Downs, along with Chris Berger and the award-winning creative team at CGI, Inc. ([www.cgicreates.com](http://www.cgicreates.com)), PetzOff is based upon the long-recommended training tip of using aluminum foil as a deterrent to keep pets off furniture and other undesired areas. Many professional trainers have prescribed aluminum foil for years as a typically highly effective training tool with the caveat that it has drawbacks in its typical form – such as cost, waste and risk of ingestion. PetzOff takes that effectiveness and delivers a one-of-kind solution for your furniture and your home - without harming your lifestyle or your pet.

### THE COMPANY

PetzOff™ is based in Orlando, Florida. Founding partners include Jeremiah Downs (CEO), Mike Lwin (COO), Stiven Olarte (CFO) and Chris Berger (President & CMO). Committed to both profitable products and social responsibility, PetzOFF is donating a portion of every sale to support no-kill shelters and new pet owner education.

### PRICING AND AVAILABILITY

PetzOff™ is expected to retail between \$59-\$69 for the basic full-size version and \$89-\$99 for the full-size upscale designer version. It is projected to be in stores summer of 2008.

Press inquires: contact Chris Berger at [chris@petzoff.com](mailto:chris@petzoff.com).

Retail/distribution opportunities and product availability: contact [info@petzoff.com](mailto:info@petzoff.com).

[www.petzoff.com](http://www.petzoff.com)