



PetzOff™ PRESS RELEASE June 23, 2008
Orlando, FL
USA

PetzOFF™ Wins Accolades as Top Product for 2008

PetzOff™ (www.petzoff.com) is the first dual-purpose 100% harmless solution for keeping pets off furniture. The product, recognized by *Pet Talk* host Harrison Forbes as “the best new pet product of the year”, is now available for purchase in two models and five color variations (see attached photos). Forbes, the resident Pet Expert for *LIVE with Regis & Kelly*, is one of the many industry professionals who believe that PetzOFF is a long overdue training solution for keeping pets off furniture.

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 “boutique” version.

Professional trainers have prescribed aluminum foil for years as a 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-a-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, Chris Berger, Mike Lwin and Stiven Olarte. Committed to both profitable products and social responsibility, PetzOFF is donating a portion of sales to support no-kill shelters and new pet owner education.

PRICING AND AVAILABILITY

PetzOff™ retails at \$69.99 for the basic model and \$119.99 for the more upscale boutique version.

Press inquires: contact Chris Berger at chris@petzoff.com.

Retail/distribution opportunities and product availability: contact info@petzoff.com.

www.petzoff.com