



FOR IMMEDIATE RELEASE

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## PLANET DOG PARTNERS WITH TRAINING EXPERT

**Portland, Maine (3/06)** - Planet Dog is pleased to announce a new partnership with another like-minded member of the pet industry who shares its mission to amuse, explore, support, innovate, create, educate and philanthropate...all in the name of the dog. **Jennifer McCarthy**, known as "*The Dog Trainer to the Stars*", has joined forces with Planet Dog to assist in the development of new products and product testing for the socially responsible designer, manufacturer and retailer.

Jennifer, who is currently a columnist for *Dogs and Cats 101* on the Planet Dog website ([www.planetdog.com](http://www.planetdog.com)), will play an important role in product testing for Planet Dog. She will also continue to use their award-winning Orbee-Tuff® Ball in her training sessions. More importantly for Planet Dog, her commitment to canine welfare goes beyond training. She has worked with such organizations as The Bill Foundation in Los Angeles and Hailie's Angels of South Florida, a non-profit no-kill organization that provides medical care for homeless dogs.

"We were thrilled when Jennifer let us know that our Orbee-Tuff® Ball was working wonders for her training sessions," says Catherine Frost, Planet Dog's Director of Marketing and Product Development. "Along with being a very successful trainer, she shares our energy around philanthropy and deep concern for the welfare of dogs," adds Frost

Jennifer has been professionally involved with dogs since 1996. She is widely experienced in the fields of behavior, protection, Schutzhund, trick training for T.V. and film and more. As founder of World Class Dog Training ([www.jmdogtraining.com](http://www.jmdogtraining.com)), Jennifer inspires her clients to ensure a higher quality of life for their animal companions. Her client roster includes A-list T.V., film and music industry celebrities such as Jim Carrey, Christina Aguilera, Alyssa Milano, Rachael Hunter and the Osbournes.

K9 Rockstore, her newly opened upscale pet boutique in West Palm Beach, offers a selection of Planet Dog products for her clients in the Palm Beach area. "Planet Dog's Orbee-Tuff® Ball is great for training because it is extremely durable and dogs love how chewy and bouncy it is," says Jennifer McCarthy. "My clients also appreciate the fact that it is non-toxic and recyclable and that the company is socially responsible," she adds.

A percentage of every Planet Dog purchase goes directly to the **Planet Dog Foundation** (PDF) to promote and celebrate programs in which dogs serve and support their best friends. For more information, please visit [www.planetdogfoundation.org](http://www.planetdogfoundation.org).