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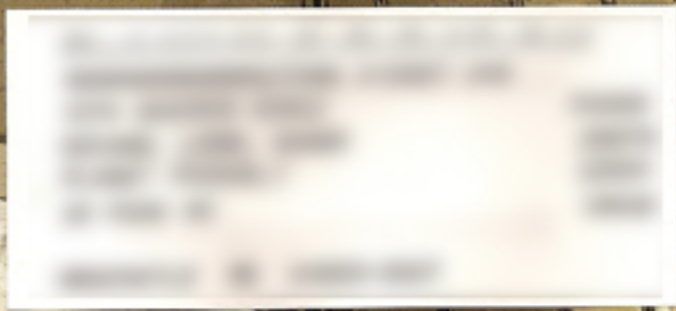
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Also Inside:
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Pet Celebrity Teams Up with Planet Dog

Jennifer McCarthy, known as “the Dog Trainer to the Stars,” has joined forces with Planet Dog (Portland, ME) to assist in the development of new products and product testing for the socially responsible designer, manufacturer, and retailer.

McCarthy, currently a columnist for Dogs and Cats 101 on the Planet Dog Website (www.planetdog.com), will play an important role in product testing for Planet Dog, the company said.

“We were thrilled when Jennifer let us know that our Orbee-Tuff Ball was working wonders for her training sessions,” said 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.” McCarthy has been professionally involved with dogs since 1996, and is widely experienced in the fields of behavior, protection, Schutzhund, trick training for TV and film, and more. As founder of World Class Dog Training, her clients include Jim Carrey and Christina Aguilera. In addition, her newly opened upscale pet boutique in West Palm Beach, FL, K9 Rockstore, offers a selection of Planet Dog products for her clients.