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The ACTIVE DOG! Campaign

The Regional *Active Dog Guide* to Dog-Friendly Destinations

LOS ANGELES, May 4, 2008 – Pure Breed Products, Inc., a canine beverage company committed to dog wellness, announced today that it has launched the *Active Dog!* Campaign.

“Dogs have evolved from at-home pets to active on-the-go companions, and as a result, businesses are becoming increasingly dog-friendly,” says Ethan Tanney, the Director of the Active Dog! Campaign for Pure Breed Products, Inc.

“We have created the Active Dog! Campaign primarily to encourage individuals to incorporate their dogs into daily life, rather than leave them behind, at home. We also strive to inform businesses of the advantages of being dog-friendly, while informing individuals about the dog-friendly destinations available in their local community through the regional Active Dog Guide,” says Mr. Tanney.

The *Active Dog Guide* is a compilation of local dog-friendly destinations. From restaurants and hotels to dog parks and trails, this guide covers a variety of activities for you and your dog.

Pure Breed Products, Inc. has created five regional guides: Los Angeles, Orange County, San Diego, San Francisco, and New York. They plan to print guides nationwide through research visits and submissions online from dog-friendly businesses and dog owners. Submissions can be sent via the link in the ONLINE *Active Dog Guides*, located in the Active Dog Lifestyle page at AquaPureBreed.com.

The *Active Dog Guide* ONLINE also features an interactive Google™ map that allows users to find business information, get directions, and read reviews on all dog-friendly businesses in their area.

“Dog owners can use the online resource to find new and exciting places to take their canine counterparts. In exchange, we hope dog owners will send us their favorite dog-friendly destinations, so we can create a comprehensive national resource for all,” says Mr. Tanney.

This FREE resource can be found online at AquaPureBreed.com, or around California at dog boutiques, restaurants, hotels, and veterinary clinics.

Whether you are planning on dining out, shopping, traveling, taking a trip to the park or beach, or just looking for a new local destination, DO NOT leave your dog behind. Support the *Active Dog!* Campaign and use the *Active Dog Guide* to find new local dog-friendly destinations.

Source: Pure Breed Products, Inc.

About PURE BREED PRODUCTS, INC. – Corona Del Mar-based Pure Breed Products, Inc. is committed to dog wellness through the manufacture of Aqua Pure Breed™, a line of on-the-go, natural and mineral-enhanced, hydration products for active dogs. Pure Breed Products, Inc. has started the *Active Dog!* Campaign, which utilizes the regional *Active Dog Guide*, to spread word of local dog-friendly destinations and businesses.