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Announcing The ACTIVE DOG! Campaign Website

The Regional *Active Dog! Guide* to Dog-Friendly Destinations Spreads to the Web

LOS ANGELES, May 1st, 2009 – Pure Breed Products, Inc., a canine beverage company committed to dog wellness, announced today that it has started development on their Campaign's website, ActiveDogGuides.com.

ActiveDogGuides.com will encompass all of the information included in the printed Active Dog! Guides plus more dog-friendly destinations submitted from the public online. From restaurants and hotels to dog parks and trails, this guide covers a variety of activities for you and your dog.

“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 Ethan Tanney, the Director of the Active Dog! Campaign for Pure Breed Products, Inc.

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.

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

“Dog owners will be able to 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 around California and New York at dog boutiques, restaurants, hotels, and veterinary clinics and soon on their website, www.ActiveDogGuides.com.

Whether you are planning on dining out, shopping, traveling, taking a trip to the park or going to the beach, do not leave your Pup behind. Take your Canine Friend out with you

and support the *Active Dog! Campaign* by using the *Active Dog! Guides* 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.