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The ACTIVE DOG! Campaign Launches ActiveDogGuides.com

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

LOS ANGELES, September 15th, 2009 – Pure Breed Products, Inc., a canine beverage company committed to dog wellness, announced today that it has launched the *Active Dog!* Campaigns Website, www.ActiveDogGuides.com.

“The Active Dog! Campaign website is a place where dog lovers can share their favorite dog-friendly destinations with their community, and, in the big picture, help create a comprehensive database where everyone can benefit from the shared information”, 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. Along with these guides, the website allows users to search for all the dog-friendly locations in their area.

Pure Breed Products, Inc. has created six regional guides: Los Angeles, Orange County, San Diego, San Francisco, Arizona and New York. The newest, Arizona, was made public with the launch of the site. They plan to print guides nationwide through research visits and submissions online from dog-friendly businesses and dog owners.

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.

The Campaign’s newest addition ActiveDogGuides.com, features all of the printable guides as well as a form to enter new dog-friendly submissions. All submissions collected by the Campaign volunteers will appear in their Active Dog! Directory located on the site.

“Dog owners can use the online resources 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 major cities,” says Mr. Tanney.

This FREE resource can be found online at AquaPureBreed.com, ActiveDogGuides.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 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.