

Marvel Characters on Pet Attire

Chi Wow Wow's Marvel Comics Collection hit retailer shelves in August.

The Altadena, Calif.-based company (booth 3727) signed a licensing agreement with Marvel Entertainment Inc. as a pet apparel and accessories licensee earlier in the year.

Chi Wow Wow was awarded the rights to produce its product line for several Marvel character franchises, including Spider-Man, X-Men, Fantastic Four and The Incredible Hulk.



Dogs can now wear their favorite Marvel Comics characters.

NATURE'S LOGIC ADDS NEW DISTRIBUTORS

LINCOLN, Neb.—Nature's Logic reports new U.S. distributors. Veterinary Service Inc. will distribute for Southern Calif. and parts of Nev., and Premier Distributing will cover the entire state of Calif., Mo. and Ark. For more information, visit www.natureslogic.com.



CHINA INTERNATIONAL PET SHOW A SUCCESS

BEIJING, China—The 11th China International Pet Show (CIPS '07) was held in the China Import and Export Fair Pazhou Complex from Nov. 15th to 18, 2007. It was

a great gathering for international pet and aquarium exhibitors, showing their latest



products and conducting trade cooperation in Asia. Newly designed and creative pet and aquarium exhibits attracted thousands of global buyers. According to the organizer, CIPS '07 featured 463 exhibitors from over 30 countries and nearly 20,000 professionals from over 60 countries and regions, including 2,300 overseas buyers. CIPS '08 will be held Nov. 6-9, 2008 in the Beijing Exhibition Center.

For more information, visit www.cipscom.com.

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