

Press Release

Pet Fashion Reaches Out To Male Dogs With "British Punk" Kilts

London to Hollywood: Streetwear For Hip Dogs

ALTADENA, Calif., Jan. 10, 2007 – Chi WOW WOW™ announced the release of its "British Punk" Kilt for male dogs, targeting fashion-forward buyers in U.S., Japan and Europe.

Pet fashion isn't just about "BLING" anymore

The kilt, traditionally worn by men, can now be purchased for male dogs, by their owners who want something fun and different for their close companion.

Streetwear for hip dogs

Chi WOW WOW, from the start, has always focused on male dog fashion, with its edgy collection of vintage, one-of-a-kind t-shirts, hoodies and carriers. Many young successful professionals and GEN-Xer's have chosen pets over children and have plenty of money to spend on them. Carolyn Paxton, the Designer and Founder of Chi WOW WOW started the business after making clothes for her 8 yr. old rescued male Chihuahua, ELVIS.

Retro bell-bottoms were introduced for girl dogs last year

Chi WOW WOW 's success led to the development of a line targeting female dogs called, IZZY GALORE. Many customers, who loved the Chi WOW WOW look for their male dogs, also wanted something for their female dogs. The IZZY GALORE Collection features funky bell-bottoms in mod prints reminiscent of 1970's bodysuits.

Pricing and Availability

Chi WOW WOW will begin shipping its new collection February 1st, 2007 to select retailers through its design representatives, Luxe Pet (Los Angeles) and Luxe Pet (Japan). The kilts will retail for around \$50. For more information about the company, visit the Chi WOW WOW website at <http://www.chiwowwow.com>.

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