



Contact: Julie Swain
207.479.5500
julie@dognotgone.com

Dog Not Gone products featured in LL Bean Catalog

National retailer features Safety Dog Vest on inside cover

KINGFIELD, ME (July 29, 2008) – Dog Not Gone’s innovative Safety Dog Vest is featured on the inside cover of LL Bean’s Fall 2008 Hunting catalog, taking the start-up company’s products to a national audience. “We have always known our Maine-made products are a perfect compliment to LL Bean’s outdoor heritage and commitment to quality,” said Dog Not Gone Founder Julie Swain. “When you’re a small company and you open the LL Bean catalog and see your product featured so prominently, you know that you’re heading down the right path and you’ve made a great partner.”

Dog Not Gone Visibility Products manufactures and markets innovative hunter-orange safety products for dogs. With designs created by hunters and a commitment to American craftsmanship, the Safety Dog Vest and Collar Cover have been embraced by hunters and pet owners looking for the most effective way to keep their dog from being mistaken for game. Dog Not Gone’s products are made with pride in Maine from 10 Mile Cloth. Our exclusive double Velcro closure ensures the vest fits perfectly and will not come off even in the thickest cover. Genuine 3M reflective striping glows brightly to ensure dogs are highly visible in low light situations.

Since the company’s founding in 2005, Dog Not Gone’s products have been sold in numerous outdoor, hunting, hardware, and sporting goods stores throughout Maine and New England. The company’s products are also carried by renowned hunting catalog retailer Ugly Dog Hunting Company. “Based on our market research, we believe we can sustain our explosive sales growth for many years to come,” Swain said. “We know that our customers are out there, we just need to

establish the right channels to get our products visible. LL Bean is one of many top tier retailers we hope to partner with in the coming months.”

In addition to brick and mortar and catalog retailers, Dog Not Gone Products are available online at our newly redesigned website: dognotgone.com.