

FOR IMMEDIATE RELEASE:

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**Etta Says!™ Celebrates One Year Anniversary of Founding and Tremendous Growth**

Seattle, WA, 12/12/2006 – Etta Says!™, an innovative pet products company offering natural, healthy yet fun products for dogs and cats, celebrates its one year anniversary this month. Etta Says! is proud to announce that its products, including 3 flavors of freeze-dried Liver Treats, can now be found in more than 100 independent retailers in Washington, Oregon, California, Idaho, Nevada, Arizona, Michigan, Wisconsin, New York, and Massachusetts.

“As the owner of three miniature dachshunds, I realized a market need for treats that were the right size for small dogs. I was tired of breaking up large treats, or settling for smaller ‘junk food’ type treats. I was really looking for a small treat that was healthy and natural, yet fun and playful. Visiting local pet stores turned up few products that fit the bill. I knew that I was not the only small dog owner searching for this type of product,” said Sue Willoughby, Etta Says! founder and owner.

Willoughby continued, “The nine months spent in research and development was a blast, but was also challenging. The dachshunds loved tasting all the treat samples, but they do not always have the most discriminating palates. Therefore I had to enlist other, more finicky canine testers to help narrow the product field. Once a winning formula was nailed down, branding and packaging became the focus, because I knew this would be the key to setting us apart in the pet treat market.”

This month Etta Says! celebrates one year of business, achieving record growth, rocketing from less than 15 customers in 2005 to well over 100 customers in 2006. During the course of the year, Etta Says! received significant media recognition for the popularity and originality of its Liver Treats; including recognition as Top Dog Treat by City Dog Magazine, and hot new product profiles in Modern Dog, Pet Product News and Pet Business magazines.

The next year promises to be an exciting one for Etta Says! with plans underway to launch two new treats to the existing product line, continue national expansion, and break into the international market.

**About Etta Says!**

Etta Says! is based in Seattle, Washington, and creates natural, healthy, yet fun pet products. Etta Says! Liver Treats are available in beef, chicken, and lamb flavors and are made of 100% freeze dried liver, containing no additives, fillers, or preservatives. Etta Says! Treats are currently available in selected pet retailers in Western WA, OR, CA, AZ, NV, ID, MI, WI, MA, NY and online at <http://www.ettasays.com>.

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