

FOR IMMEDIATE RELEASE:

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Etta Says!(TM) Awarded TopDog, “Best Treat” Honors From CityDog Magazine

Seattle, WA, 11/14/2006 – Etta Says!™ Announced today that Etta Says! Liver Treats were voted “Best Treat” in the CityDog Magazine TopDog Reader’s Choice Awards. Etta Says! offers natural, healthy, yet fun pet products, including 3 flavors of Liver Treats. In the vast ocean of dog treats Etta Says! stands out, and that’s no small feat.

Etta Says! was founded less than one year ago by Sue Willoughby along with her dog, Etta. The idea for Etta Says! sprung from a conversation between Etta, Willoughby’s miniature wirehaired dachshund and a local pet communicator. Willoughby contacted the animal communicator hoping to shed some light on Etta’s past. “Etta came to me through the Seattle Purebred Dog Rescue five years ago, and she had issues with bolting, escaping, and separation anxiety. I wanted to see what I could do to help her,” said Willoughby.

During the conversation with the pet communicator, Etta expressed that she wanted to be on the kitchen counter during meal preparation – as a short, small dog, she could not keep an eye on kitchen activity from her vantage point on the floor. To address Etta’s request, Willoughby provided a tall chair that allows Etta visibility without access to countertops or food. With Etta happily installed in her new perch supervising the kitchen, Willoughby was inspired to start baking healthy, bite sized treats for small dogs after she noted a scarcity of treat options of the appropriate size for small dogs. Seeing a market opportunity, Willoughby and Etta explored treat alternatives that met the desired criteria of natural, healthy and fun. In November 2005, Etta Says! proudly introduced Etta Says! Liver Treats in three flavors.

“To go from product development to achieving ‘Best Treat’ in under a year is a real honor, and I could not be happier. It is thrilling to see something you’ve worked so hard on become so popular,” Willoughby said.

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, NY and online at <http://www.ettasays.com>.

About CityDog Magazine

CityDog Magazine is the Northwest’s only full color, glossy magazine devoted exclusively to life and living with dogs. Read more at <http://www.citydogmagazine.com/>.

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