

FOR IMMEDIATE RELEASE:

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One wee doggie's chat with pet psychic launches RED HOT barkin business!

Seattle, WA, 07/04/2005 - It is with my greatest tail waggin pleasure that Etta Says!™ (that's me) announces my new line of specialty treats for small dogs! I decided that I wanted my own company because I wasn't getting enuff attention from my hoomans. With two other stinkin weinerdoggies in the house, laps are at a premium. I had to resort to getting one of them pet psychics involved. She asked me a bunch of questions, and I loaded her down with a buncha crap to tell the hoomans. I went so far as to tell her that I wanted to be up on the counter when they are cookin. Some how the hoomans got the idea that I'm innerested in cookin! Truth is I'm really interested in eatin! If I'm at their level, and not on the darn floor with the other "dogs", then I got a better chance at gettin a handout. The other 2 jest get the junk that falls on the floor. Purty smart huh? Anyway, now I'm the fav-o-rite pooch, so here I am!

Etta Says!™ Meaty treats are made of the highest quality, purest and most palatable hooman-grade ingredients, and are produced in federally inspected facilities. The special freeze-drying process locks in flavor, aroma, and nutritional goodness. Not only are my treats the yummiest things a dog ever tasted, but they're good for em too! There are no fillers, additives, or preservatives, so they gotta be great! Etta Says!™ Meaty treats come in three deeeelicious flavors to choose from: Beef Liver, Lamb Liver, and Chicken Liver, and they all just melt in yer dog's mouth. Cats love em too. My Meaty Treats are currently available in selected pet retailers in Western WA, and online at <http://www.ettasays.com>. For complete list of retailers check my website.

Here's what hoomans are saying about my treats:

"Both dogs have been staring and staring at me with pleading eyes. I can't figure out what they want. So I get BaaBaaQ's. They don't want them. Chicken Strips. They don't want them. Alpo biscuits. They don't want them. Then I go get Etta Says. That's it. That's what they want. They each take one and go run and hide.....Nancy, Seattle, WA

ABOUT Etta Says!™ - We are located in sunny Seattle, Washington. Product research and development, for our Meaty Treat line, began in early 2005. Products began hitting independent pet retailer shelves in early November 2005. 2006 will see regional and national growth, as well as new product R&D.

Licks and wags,

Etta

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