



FOR IMMEDIATE RELEASE

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MAINE'S NEW ANIMAL WELFARE LICENSE PLATE NOW AVAILABLE

Proceeds Benefit Maine's Animal Welfare Program

Portland, Maine (October 14, 2009) - Planet Dog is proud to announce that the new animal welfare specialty license plate for the state of Maine is now available for purchase. The new plate directly supports the health and welfare of Maine's companion animals.

The plate features colorful silhouettes of a cat, dog, rabbit, horse, and bird with the slogan "respect. love. adopt." It can be purchased at BMV branch offices as well as town offices that issue license plates. Drivers will pay \$20 for the plate the first year and \$15 every year after that for renewals.

For each plate sold, the Animal Welfare Auxiliary Fund will receive \$5 to support its animal rescue programs including puppy mill seizures and animal cruelty and abuse investigations. The Companion Animal Sterilization Fund will also receive \$5 for each plate sold to support domestic animal spay and neuter programs such as Help Fix ME, Maine's spay/neuter program for low income citizens.

"Due to the severity of seizures, additional funding for the Animal Welfare Program (AWP) is sorely needed," says Norma Worley, Director of the State of Maine Animal Welfare Program. "This specialty plate will enable animal lovers in the state of Maine to show their support and make a difference for Maine's homeless animals," adds Worley.

Planet Dog is a proud member of the Maine Adoption Leaders Team (MALT), the unique partnership of Maine private businesses, non-profit organizations, and government agencies working on behalf of Maine's animals. In addition to Planet Dog, it is comprised of Happy Tails (specializing in doggie day care, boarding and training), the Animal Welfare Society, the Animal Refuge League, the Maine Chapter of The Humane Society of the United States, and the State of Maine Animal Welfare Program (AWP).

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By designing the new specialty plate and facilitating the entire process, Planet Dog played an instrumental part in this collaborative effort. MALT was charged with the difficult task of collecting \$25 from 2,000 citizens committed to pre-paying for the license plate.

"What made it succeed in record time was the combination of teamwork and passion for animal welfare," says Catherine Frost, Planet Dog's MALT leader. "I don't think there's a better example of several sectors coming together to work for a common goal. That, coupled with the people of Maine rallying behind the effort, made it a win-win-win," adds Frost.

Maine has been and continues to be a leader in animal welfare. It worked with the legislature to pass the first-in-the-nation law that includes animals in protection from abuse orders. Due to AWP's effectiveness, Maine has been ranked in the top five states for animal protection laws by the Animal League Defense Fund for the past three years.

"The addition of this specialty plate shows the deep commitment Mainers have for animal welfare," says Frost. "We are thankful for the hard work of Senator Nutting, the Bill's sponsor and all of the Bill's co-sponsors and supporters: Senator Courtney of York, Senator Perry of Penobscot, Senator Simpson of Auburn, Representative Pieh of Bremen, Representative Gifford of Lincoln,, Representative Browne of Vassalboro, Representative Piotti of Unity, Representative Rosen of Bucksport, Representative Wagner of Lewiston and Representative Hill of Cape Neddick," adds Frost.

Planet Dog is a values-based leader in the pet industry and globally recognized designer and developer of premium dog products. Whether creating great products, providing financial resources or helping to educate consumers about canine-related issues, Planet Dog is proud to be a pet industry leader with proven socially responsible initiatives that bring people and dogs together for fun and mutual support.



"As a small company doing big things, our goal will always be to improve the world around us by giving back to our community, our workforce and the environment," says Alex Fisher, Planet Dog's Founder. "Our internal mantra is "think globally, act doggedly." When running a business, it's easy to get absorbed in just the dollars and cents. The mantra helps keep us focused on the higher cause for which we entered this industry," adds Fisher.

Planet Dog's corporate philanthropic arm is the Planet Dog Foundation (PDF). The Foundation, whose mission is to promote and celebrate programs that enable dogs to serve and support their best friends, receives a percentage of every Planet Dog purchase. In turn, it is donated back to non-profit canine service programs nationwide.

"We're doing what no other pet product company is doing," says Stephanie Volo, Planet Dog's President. "We offer innovative, top-quality products that dogs love, all while supporting service dog programs, encouraging pet adoption and protecting Planet Earth. Our goal is for our actions to speak louder than woofs," adds Volo.

Since January 2006, PDF has given away more than a half a million dollars in cash and in-kind donations to several worthy organizations. For more information and a full list of programs and grantees, please visit www.planetdogfoundation.org.