



For more information:
Jenny Williams
Marketing Manager
DOGSWELL®
(310) 651-5211
Jenny@dogswell.com

DOGSWELL® DOMINATES the 2009 PIDA AWARDS

LOS ANGELES, CA, January 22, 2009 – There was a little déjà vu for **DOGSWELL®** after earning back-to-back top honors from the Pet Industry Distributors Association (PIDA) at the PIDA Annual Awards Banquet in Palm Beach Gardens, Florida. The Awards program recognizes manufacturers and distributors for specific policies and practices that are pet distributor friendly. Companies are recognized in three categories of achievement: **Sales Support, Marketing & Promotions** and **Logistics and Operations**; and **DOGSWELL®** earned first place in two of them.

DOGSWELL® walked away with top awards for the Supplier Performance Benchmarking Award in both the **Sales Support** and **Marketing & Promotion** categories.

DOGSWELL® earned the **Outstanding Sales Support** award for its sales staff that consistently offers superior support to suppliers in areas such as frequency and effectiveness of sales calls, sales "ride-alongs," training, accessibility, prompt follow-up on issues, timely information regarding new products, changes and new packaging, and information on industry trends.

The **Outstanding Marketing & Promotions** nod acknowledges **DOGSWELL®** for providing a high level of direct support to suppliers' customers through dealer promotions, participation in open houses, trade advertising, merchandising in store, POP/POS materials, training, merchandising aids, and returns policy.

About DOGSWELL® LLC

DOGSWELL® is located in Los Angeles, CA and was founded by Marco Giannini in 2004. **DOGSWELL®** and **CATSWELL®** products are carried in over 5,000 upscale pet stores and natural food stores across the country. The product line for dogs includes **HAPPY HIPS®**, **SHAPE UP™**, **HAPPY HEART®**, **VITALITY™**, **MELLOW MUT®** and **BREATHIES®**, and for cats the product line includes **VITAKITTY™**, **SHAPE UP™**, **HAPPY HIPS®** and **BREATHIES®**. For more information about current and future products, please visit www.dogswell.com.

#####