

**FEBRUARY 2005  
FOR IMMEDIATE RELEASE**

**Mutt, Inc. heads to Hollywood  
Web-based company will show LA that it's cool to be a Mutt**

**Boca Raton, FL** – Mutt, Inc., an online clothing boutique, was invited to exhibit at the “Nuts for Mutts” 4<sup>th</sup> Annual Dog Show 2005 sponsored by New Leash on Life and Animal Planet. This March 20<sup>th</sup> celebrity-studded event, hosted by Kim Bassinger, celebrates mutts competing, performing and helping to raise funds for New Leash On Life. These mixed breed dogs strut their stuff in front of a panel of celebrity judges in categories such as “Best Kisser,” “Fastest Eater” and “Mystery Mutt” in order to compete for the prestigious title of “Best in Show” which will subsequently air on Animal Planet.

Mutt, Inc. creates and sells merchandise that celebrates the mixed breed, or really, the “underdog” with an emphasis on charitable giving. The company was approved to be a vendor at the event that drew over 7,000 people last year. Mutt, Inc. also provided product for the event’s silent auction.

"We're very excited to take part in this fantastic event that highlights Mutts and helps homeless animals. This reflects our company's philosophy to a tee," said Melissa Wu, founder of Mutt, Inc. "we feel our product line will be a hit with this audience and the more we sell, the more we give to rescues around the country."

Mutt, Inc.'s shirts were featured in gift baskets at the Humane Society's "Genesis Awards" and Animalkind's, "Fido's Fashion." “Alter Your Behavior” and “Just Fix It” shirts along with Mutt bandanas were also contributed for the “Mutt Masters Dog Show and Olympics,” the 3rd Annual Suncoast Basset Rescue’s “Basset Sweetheart Celebration,” the “Newf-Net Get Together,” a Florida Animal Friend raffle, and the Capital Area Humane Society’s first ever “Fur Ball.”

"I just took a look at your web site and love your tee shirts. We received samples of your fabulous shirts and the staff went crazy for them," said Ellen Irving, Hollywood Office of the Humane Society, Hollywood, California.

Mutt, Inc. shirts are adorned with catchy sayings like “Just Fix It,” “Alter Your Behavior,” “Look at these Puppies,” and “Mutt: the new Inbreed” along with the Mutt, Inc. logo, “Mutt: Celebrate the Underdog.” The site, [www.muttinc.com](http://www.muttinc.com) features t-shirts, tanks, sweatshirts, hoodies, bandanas and more styles. You can also “adopt while you shop” with a featured homeless “Pet of the Month” from around the country.

About Mutt, Inc.:

Mutt, Inc. is an online clothing boutique that creates and sells merchandise that celebrates the mixed breed, or really, the “underdog” with a strong emphasis on charitable giving. The company was founded by Melissa Wu of Boca Raton, Florida, long-time friend to homeless animals.

*For more information on Mutt, Inc.'s unique, fashionable merchandise and their philanthropic efforts please contact:*

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