



Despite the Slower Economy...

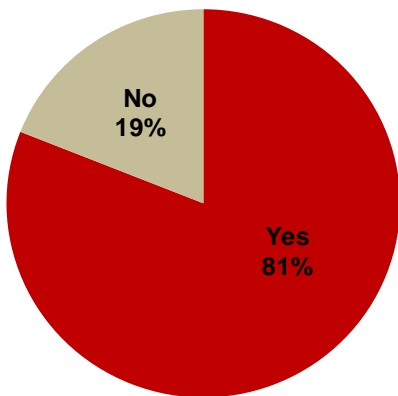
Survey Shows Four-Legged Family Members in For a Great Holiday

Ultra Paws® Polls Dog Owners Identify Gift-Giving Trends

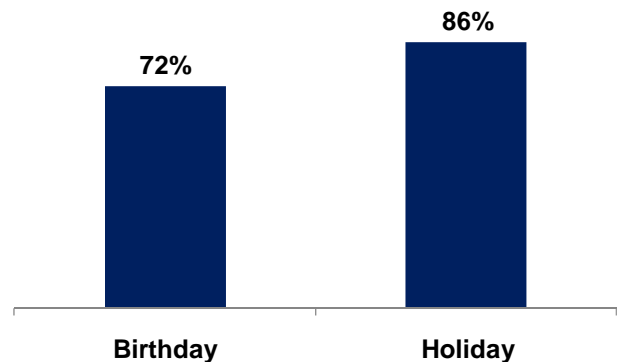
Despite the slower economy, 81 percent of dog owners say that they will still be buying a gift for their furry friend this holiday season. According to a recent survey conducted by Ultra Paws®, this year's shopping season clearly places family dogs front and center. In fact, consumers surveyed say that they will spend more money this Christmas on their dog than on their boss (47%), siblings (18%) or their in-laws (17%).

According to the survey, the most popular activities that families include their dogs in are walking; recreational activities such as running, biking and hunting; visiting friends' or relatives' homes; running errands; and family vacations. Including them in celebratory activities is also important, the research indicated. Nine in 10 say they know when their dog's birthday is. In fact, 72 percent have given their pet a present on the occasion and 17 percent have held a party.

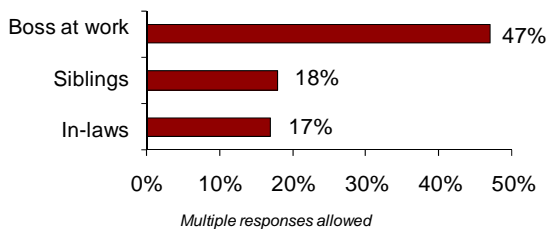
Plan on Purchasing a Gift for Their Dog This Holiday Season



Have Given Their Dog a Gift

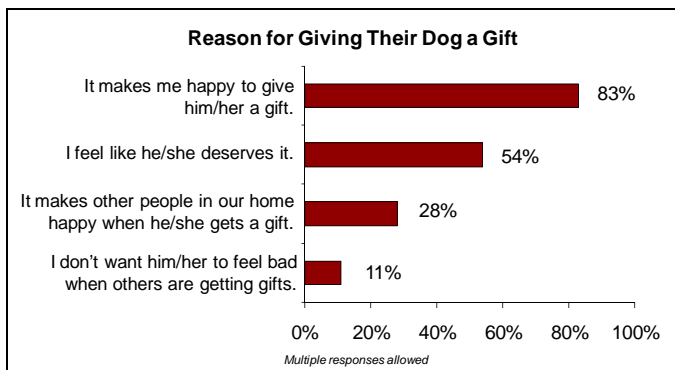


Will Spend More On Their Dog This Christmas Than...

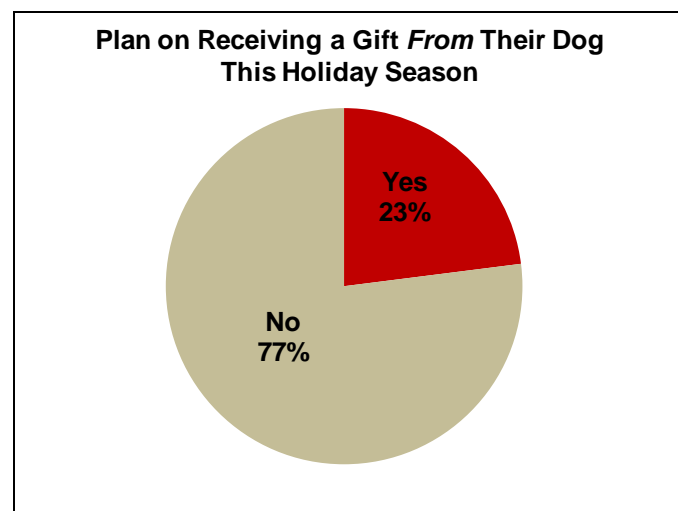


This holiday season, pet-related gift giving is reflecting a number of interesting motivations. Why do people say they will be buying a gift for their dog? Eight in 10 (83%) say because it makes them happy. Some 54 percent say they do so because they believe their pet deserves it; 28 percent believe it makes others in the family happy; and one in 10 (11%) just do not want to make Fido feel bad when others are getting gifts.

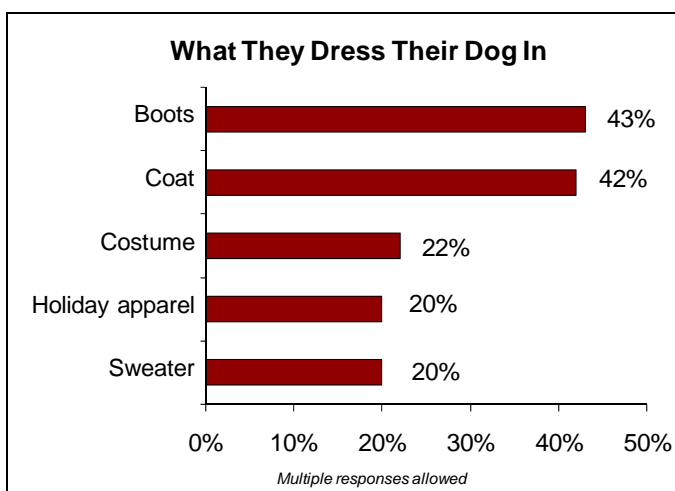
"Most pet owners tend to have strong emotional bonds with their dogs and regard them as full-fledged members of the family," said Lisa Paxton, owner of Ultra Paws. "Listening to, and understanding, the needs and concerns of pet owners helps us to create new products that are suitable for all dogs and will ultimately benefit the entire family."



But the giving does not stop there. Some 23 percent of dog owners say they expect to get a gift *from* their dog this holiday.



The survey also showed that while dog owners find joy in giving their pet a gift, they are opting to invest in more practical items such as apparel and recreational gear rather than the typical “fun” items such as toys or treats. Eighty-five percent of owners polled said that they would dress their dogs in boots and/or coats to protect them from the cold and winter elements. When asked what their top product selection priority was, the majority chose functionality over safety, comfort and appearance.



About Ultra Paws®

Ultra Paws® manufactures and distributes a full range of gear and apparel for active dogs and their owners. As a family-owned and -operated company since 1972, Ultra Paws’ mission is to create products that enhance the lifestyle of canines and their companions. With a strong focus on durability, comfort and quality, the company offers a variety of boots, coats and accessories for all breeds and sizes. Based in northern Minnesota, Ultra Paws distributes its products through www.ultrapaws.com, and specialty pet and outdoor retailers. Ultra Paws can be found on Facebook and Twitter (twitter.com/ultrapaws).

More than 700 dog owners participated in the nationwide study conducted in November by an independent research firm, providing a statistical reliability of +/-3.8 percent at the 95 percent confidence level.

- ### Purchase Priority
1. Function
 2. Safety
 3. Comfort
 4. Appearance



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