

TEMPLE OF DOG LAUNCHES FAITH-BASED LINE OF PET APPAREL

Temple of Dog (TOD), a manufacturer of dog apparel, toys and cards, today announced the launch of their faith-based line of cotton dog shirts, offering dog owners a variety of sku's and sizes designed within the Jewish and Christian disciplines.

"The idea started as a 'chocolate-meets-peanut butter' moment," explained co-founder Cynthia P. Jenkins. "Blending one's personal dogma with his or her dog is a match made in heaven."

With sayings like "Kiss me, I'm Chewish," "Boneified Christian," and "Fleas Navidad" for the holidays, co-founder Shade Degges adds, "We're certainly not missionaries at Temple of Dog. We simply saw an opportunity to make faith fun within an unexpected industry."

The American Pet Products Association reports that Americans will spend \$55.3 billion on their pets this year, a 7.9% increase over 2012. Halloween pet spending accounts for \$371 million and the average holiday shopper averages \$46 per pet. To that end, Temple of Dog will be adding additional religions to their line in time for Halloween, including Buddhist and Mormon designs for shirts, bowls and toys.

"Religion isn't going anywhere and neither is America's obsession with their pets," said Jenkins. "At Temple of Dog, our bowls runneth over in ways to blend fur with faith."

About Temple of Dog

Temple of Dog is a faith-based dog apparel and toy manufacturer, with products currently available for sale online at www.templeofdog.com.

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