



FOR IMMEDIATE RELEASE

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BLUE DOG DESIGNS ANNOUNCES NEW MALE HARNESS AND OTHER PRODUCT UPGRADES TO THE HELP 'EM UP™ HARNESS

New Male Harness with “U” Shape Design, Neoprene throughout and Micro-fleece Piping Provides Even More Comfort for Aging or Rehabilitating Dogs

DENVER, COLO, (August 18, 2010) – Blue Dog Designs has introduced a new male version and other upgrades to its “The Help ‘Em Up™ Harness,” the first full-body dog harness system featuring the “Hip Lift.”

Launched in 2008, The Help ‘Em Up Harness assists owners with aging dogs live a more active life when hip dysplasia, muscle loss, or surgical repair impairs a pet’s mobility and physical strength for every day functions, from getting up off the floor, up and down the stairs, or in and out of cars or boats. Veterinarians use the harness for dogs rehabilitating after surgery or recovering from injuries.

“The response to the Help ‘Em Up Harness has been incredible,” said president of Blue Dog Designs and creator of the Help ‘Em Up Harness Cary Zimmerman. “Following our initial launch we received an outpouring of support from dog owners who have been looking for something just like this to assist their dogs 24/7. We also received feedback that helped us develop these enhancements to the product to make it even more comfortable for extended wear for both male and female dogs.”

The Help ‘Em Up Harness now features a version just for male dogs with a “U” shaped opening in the belly band. This is designed to go around the penis and provide clearance as well as maintaining pelvic support for male dogs, a real aide especially to those suffering from degenerative myelopathy. Also now fully cushioned with Neoprene, straps covered with Neoprene sleeves, and thirty-percent more micro-fleece material on the harness, both male and female dogs have an added level of comfort and usability. The Help ‘Em Up Harness features a shoulder and hip-lift harness system that is padded, lightweight and comfortable to wear for small, medium-large breed dogs with muscle and

joint disease or those suffering from muscle atrophy, arthritis, hip dysplasia, degenerative myelopathy, or loss of power in their hips and hind legs from aging or injury.

“Our 12-year-old lab, Kona, is a total ‘road dog.’ He loves the car, and we like to take him with us whenever we can, but when he began having trouble getting into our SUV, he couldn’t come with us as much, and it really changed his disposition,” said owner Meghan Jordan of Minneapolis. “The Help ‘Em Up Harness saved us. It not only ensures that this member of our family never gets left out on a road trip, and we are able to lift him and guide him more easily. It has absolutely boosted his self confidence! Kona is getting along in his elder years with some hip problems and arthritis and the harness provides a needed solution to help keep our dog active as long as possible.”

The Help ‘Em Up Harness is designed to distribute weight over the large surfaces of the chest and hind quarters. Unlike other harnesses, The Help ‘Em Up Harness can be worn comfortably around the clock for days on end. Ad hoc solutions like towels, leashes or slings must be maneuvered into place with each use. Owners with dogs suffering from cataracts or that are sight impaired, use the harness as a guide to steer them around obstacles and provide balance and safety.

About Blue Dog Designs

Blue Dog Designs was launched in 2008 with the original The Help ‘Em Up™ Harness, the first-ever full body harness for dogs that can be worn for extended periods. Ergonomically designed with soft comfortable padding and waterproof Neoprene, the harness has elevated handles for lifting and stabilizing, is adjustable to fit any size dog and machine washable. For more information and a free brochure on The Help ‘Em Up™ Harness, visit www.helpemup.com

Editor’s Note:

- A low-res photo of the new male version (Hip-Lift) of the “The Help ‘Em Up™ Harness” is embedded in this press release.
- Digital high-res photos of “The Help ‘Em Up™ Harness” are loaded via disk.
- Product sample available upon request for select product reviews and features.

