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Dog is Good, LLC,

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A new apparel company is making a big splash in the pet industry this year, but you won't find their tees on dachshunds or dalmatians: they're for humans only. **Dog is Good**, a California-based lifestyle company, recently launched a dynamic, dog-inspired line of hip tees and humorous gifts for dog lovers. These cards and tees feature clever sayings like "You're Dog Doesn't Know Sit" and "It's all fun and games until someone ends up in a cone," and for the well-heeled, a variety of styles embellished with bling.

Dog is Good sets itself apart from a sea of newly emerging pet companies by creating products for the dog owner rather than the dog. Co-founder Gila Kurtz says, "We started this business because my partner and I are both professionals in the pet world and as we looked around, there was nothing cool to wear! We wanted to be able to express our love for our dogs and not have to sacrifice style."

Dog is Good covers the basic boxy tees in men's styles, but also offers women's tees in slimmer fits, fashionable color combinations and a broad range of sizes. Tee shirts retail from \$18.99 to \$34.99. J.Nichole Smith, Dog is Good co-founder and designer explains, "Our goal is to offer boutique styles to every dog owner, which means great designs, super comfy tees that are more sexy than just any ol' tee shirt, reasonable prices and sizes all the way up to 2XL."

Launched in 2008, Dog is Good was co-founded by dog trainer Gila Kurtz, her husband Jon Kurtz and pet photographer J.Nichole Smith to bring dog lovers fashionable apparel and clever gifts.

For more information visit them online at www.dogisgood.com.

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