

FOR IMMEDIATE RELEASE

Petit Four Legs Introduces Pupcake Mix

Seattle, WA (May 15, 2008) Petit Four Legs proudly announces the addition of Pupcake Mix to their line of handcrafted gourmet canine treats. Given the current popularity of cupcakes in the human world, each Pupcake Mix box contains everything home bakers need to make 18 pupcakes at home. Kits include natural handmade peanut butter chip flavored mix using wheat and corn-free ingredients; yogurt frosting; handpiped yogurt bone decorations; and baking and decorating instructions. All components of Petit Four Legs Pupcake Mix are packaged in a beautiful pink and brown gift box and tied with a brown silk ribbon which makes it stand out on retail shelves.

Pupcake Mix is the newest product from Petit Four Legs pastry studio. “We developed the mix after many home bakers told us they wanted to share the cupcake experience with their dogs but were unsure how to go about it,” says Jennifer Lewis, Petit Four Legs Head Chef and Co-Founder. “With our Pupcake Mix all bakers need is two eggs, water, and a little love to make delicious – and safe - pupcakes at home.”

Pupcake Mix is available to retailers at a wholesale price of \$5.50 with an MSRP of \$9.99. Pupcake Mix is sold by the case, twelve Pupcake Mixes per case. Merchandising material is included in every order that showcases the final pupcake product for consumers via professional photography and highlights the product benefits.

About Petit Four Legs

Started in 2006 by a professional pastry chef, Petit Four Legs offers a line of gourmet canine treats that combines elegant hand-decoration and beautiful custom-designed packaging. All Petit Four Legs treats are made by hand in the company’s Seattle commercial kitchen using US-sourced human-grade ingredients. To ensure that all treats meet Petit Four Legs’ standards, the company never outsources production to third parties. In addition to Pupcake Mix, Petit Four Legs also offers petit fours and carob truffles. The petit fours are available in peanut butter and carob chip flavors and come in bags of four treats (wholesale \$3/bag) or boxes of twelve treats (wholesale \$12/box). The Artisan Truffles are packaged in a box of nine carob truffles each containing a little bit of peanut butter cookie crumble and are topped with an intricate doggie-design (wholesale \$7/box).

In line with a commitment to producing the best dog treats humanly possible, Petit Four Legs also has a very strong social corporate responsibility commitment. The company donates a portion of profits through monetary and in-kind product donations to local animal shelters and fundraising events. Petit Four Legs is also continually trying to reduce their environmental footprint. The company currently composts 100% of all compostable kitchen and office waste and recycles all shipping material.

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