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**ATTENTION: CALENDAR, PHOTO & ASSIGNMENT EDITORS
FOR IMMEDIATE RELEASE – January 15, 2008**

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MUTTROPOLIS INVITES CUSTOMERS TO 'SMOOCH-A-POOCH' FOR A CAUSE

Celebrate Your Relationship With Your Furry Valentine

WHAT: In a recent survey conducted by specialty retailer Muttropolis of 12,000 women who consider themselves passionate 'pet parents,' given the choice of spending Valentine's Day with a sexy celebrity OR their four-legged companion, 75 percent of respondents chose their pet. Contenders on the survey included George Clooney, Johnny Depp and Brad Pitt.

To celebrate that bond between pets and their parents Muttropolis is hosting a Smooch-A-Pooch Party and Benefit Event. Muttropolis invites pooches looking for love, a play date, or merely treats to come and enjoy a fun-filled afternoon. The benefit party will feature a Pet Portrait Kissing Booth for guests to 'Smooch-A-Pooch' for a Cause. Owning a dog is not required to attend, and for those looking to adopt, local adoption groups will be on-site.

WHEN: Various Dates, for more info visit:





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<http://www.muttropolis.com/content/events.cfm>

WHERE: Muttropolis' 5 Retail locations
Solana Beach, La Jolla, & Newport Beach, CA
Tucson, AZ
Boulder, CO

COSTS: Admission to this event is free. Individual photos will be taken for pets and their parents in the "Smooch-A-Pooch" Kissing Booth for a small fee which will be donated to local animal welfare organizations.

GREAT VISUALS & INTERVIEW OPPORTUNITY:

- Various breeds and creeds
- "Smooch-A-Pooch" Colorful Kissing Booth
- Adoptable dogs
- Muttropolis representatives will be available for interviews

Funds from Smooch-A-Pooch will support local animal welfare organizations.

About Muttropolis

Muttropolis is a pet specialty retailer with five locations in California, Arizona and Colorado. Muttropolis has become a great retail source for pet parents seeking a wide selection of unique, yet practical pet supplies and accessories. The company also maintains a strong commitment to supporting animal-welfare programs that benefit area animal shelters and rescue organizations. With five retail locations including the Cedros Design District in Solana Beach, Calif.; the downtown village of La Jolla, Calif.; Fashion Island at Newport Beach, Calif.; La Encantada Mall in Tucson, Ariz.; and the



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new Twenty Ninth Street Retail District in Boulder, CO; Muttropolis has become a popular meeting place for pets and their parents. For more information call (858) 459-9663 or log on to www.muttropolis.com to learn more.

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