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**ULTRASONICDOG.COM PARTNERS WITH AMAZON.COM TO LAUNCH NEW STORE!**

*UltraSonicDog.com "Your Pet Supply Headquarters" Expands Distribution through the company's new Webstore by Amazon.*

**/24-7PressRelease/** - MOSINEE, WI, April 23, 2008 - UltraSonicDog.com announced the rollout of their on-line store today. UltraSonicDog.com will launch in Mid-April on the Webstore by Amazon platform offering products such as bark control collars, containment systems, training systems and pet doors. By leveraging the existing infrastructure that Amazon has put in place, UltraSonicDog.com is able to deploy their entire product catalog in days rather than weeks. Other advantages of using the Webstore by Amazon platform are:

**EZ Checkout** - UltraSonicDog.com has teamed with Amazon.com to offer EZ Checkout and order tracking. Shoppers on UltraSonicDog.com are able to login using their Amazon username and password. This partnership offers shoppers convenience and security by leveraging the infrastructure of Amazon's checkout system.

**Built in Security** - Customers can shop UltraSonicDog.com with the same confidence they feel when shopping Amazon.com. Using Secure Socket Layer (SSL) checkout technology ensures that customer and financial data is always protected.

**Access to related products** - UltraSonicDog.com has access to advertise complimentary Amazon.com products on their site. The ability to market products that UltraSonicDog.com doesn't stock gives the customer a great deal of choice.

"We see this platform as a way to reach our customers faster, serve them better and with more selection. We are excited about the new offering and will be working over the next 12 months to introduce more customer incentives to improve the customer shopping experience" Said Jeff Joseph of UltraSonicDog.com.

**About UltraSonicDog.com**

UltraSonicDog.com is a leading specialty pet supply retailer. Currently selling merchandise from bark control collars to underground fences. Founded by pet owners UltraSonicDog.com only sells quality brands that enhance the pet-owner relationship.