



New pets debut in style at much anticipated Pawparazzi premiere

Spokane, WA (July, 31, 2007)- It's not a walk in the park being a celebrity, especially when you are Indy, Roxy, Toby, Misty, Daisy, or Lexi, one of the brand new Pawparazzi pets. Screaming fans flocked to meet the new pets at their fashionable premiere party.

Fans were lucky to spot Roxy, the popular host of her own daytime TV talk show on K9TV who showed up looking stunning in Prawda. Roxy didn't steal the show completely however, as all six pets were fashionably groomed with glamorous new pearl collars. Daisy, the tennis star fresh from her Wimbledon victory gave her paw-print to adoring fans. It was obvious to all who attended that this is a new breed of celebrity.

After all the commotion, the six new pets arrived at the brand new Hotel Paparazzi for some much needed R&R. Famed artist Toby was seen cat napping at the pool, while Indy, the renowned author, enjoyed a belly rub. Hotel Pawparazzi is not your typical dog house and this beach-front getaway is truly fit for the stars.

Pawparazzi is an irresistible combination of fashion and play that stops young girls in their tracks. Each of the new pets comes with a unique couture bag, a collectible name charm and accessories. All have distinct celebrity personalities such as Lexi the young fashion designer or Misty the face of Cat News Network (CNN). Their big lives are even splashed across the pages of a mini Pawparazzi magazine included with each pet.

It's a dog eat dog world out there, but these glamorous pets have managed to paw their way to the top.