



SAM'S DOGGIE DIGEST

Lucky Dog's chief greeter keeps you up to date on all the latest trends and happenings.



GREETINGS

APRIL 2008

VISIT OUR STORE FORWARD TO A FRIEND

Spring has arrived, people and pooches! I've finally shed my winter coat and have been spending some much needed time in the San Diego sunshine. The sky is blue, the fidas are fine and my tail is a-waggin'!

And as seasons change, so have I! I'm stepping down as CEO of Lucky Dog to embark on a new adventure: the suburbs...

My new friend Angel is taking over my duties as official greeter at the store, and I'm sure she'll draw a crowd. Sure, there will be changes now that I'm gone, but Angel has promised to keep the same quality merchandise and the same great, award winning staff.

Fear not, my floppy-eared friends; my most worthy successor will keep the fun coming and the pooches barking at the all new Lucky Dog.

SAMMY'S SPECIAL

Are you looking for responsible, dependable, bonded and insured pet care services? FETCH! Pet Care is the answer to your needs! Their pet care specialists provide loving care in a professional and reliable manner to hundreds of clients every day.

Whether you're in need of a good dog walker, day or evening care, boarding or pet taxi services... FETCH! Pet Care has your tail covered. These guys are the leaders in professional pet sitting & dog walking services and they're offering 10% off to Lucky Dog customers!

That's right; just mention Lucky Dog and you'll receive 10% off any service. Visit Fetch! Pet Care [online](#) or call (619) 501-3511 for more information.



HEALTHY LIVING WITH ANGEL

Worried your four-legged friend isn't eating so healthy? At Lucky Dog, we take pride in knowing exactly what goes into the food we offer our customers and their pets. Our knowledgeable staff is here to help you stay informed and keep your pets healthy! We offer a variety of raw, canned and kibble foods that are sure to suit your pets' taste buds and diets.

Your pets are meat eaters, so raw food is the most instinctive and natural form of nutrition they can get. A diet consisting of raw, fresh meat, organs, ground bone, and fat reflects what they would eat in nature. The natural results of such high quality nutrition include increased energy, toned muscles, and a soft, glossy coat!

If you're thinking about "going raw," try Nature's Variety Raw Frozen Diets for optimal variety and health. Lucky Dog offers the only raw frozen food in downtown San Diego, so get it while it's hot...err, frozen.

If dry food is closer to your speed, Nature's Variety Prairie and Instinct offer you kibbles unlike any other. Prairie includes healthy, free range meats for quality protein and whole grains for proper digestion. Instinct is grain free, with over 90% chicken and fish derived protein.

For pets with food allergies, Innova Evo is the first completely grain free kibble! It's as close to a raw diet as you can get in kibble form. This great food is available in-store and online for both cats and dogs!

Last, but not least, Honest Kitchen's brand of dehydrated raw food provides a raw diet without taking up the freezer space. This food contains human grade ingredients like free range, antibiotic free meats. Choose from chicken & vegetables, turkey & vegetables, or beef & vegetables with whole oat grain. Just add water!

All of our foods contain fresh, whole ingredients rather than millings or by-products (like factory waste). These foods contain no toxic ingredients, no rancid or highly preserved animal fats, no unsafe chemicals and no artificial preservatives.

For more information on any of the foods or diets mentioned in this article, feel free to stop by or give us a call at (619) 696-0364.

Bone appetit!



Angel

FEATURED EVENT



Mark your calendars! Lucky Dog is teaming up with holistic pet nutrition leaders, Nature's Variety, for an exclusive product demonstration event next Saturday, April 26th. These guys have been making superior, nutritional pet products for over 30 years, and boy, do they know a thing or two about good food!

Nature's Variety is renowned as the expert in raw diets for dogs and cats. Their raw, canned and kibble foods are 95% meat, organs, and bone; grain-free; and contain wholesome fruits and vegetables.

At the event, you'll receive valuable coupons, scrumptious samples and helpful pet nutrition hints... All while visiting your favorite pet boutique!

Stop by our Market Street boutique, Saturday April 26th from 10:00 a.m. to 2:00 p.m. to attend this eye-opening and informative nutrition demonstration. Your lucky dog will be sure to thank you!

Lucky Dog is located at 415 Market Street in San Diego California's Gaslamp Quarter. Click [here](#) for directions.

PALOMA'S FASHION FORECAST

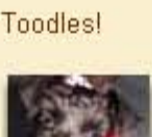
Here in San Diego, the sun is really startin' to shine. And what better way to celebrate than by looking fine? It's time to stow away those heavy coats and sweaters and get into something with a little more breathing room. Find your cutest strappy shoes, girls. Spring has sprung!

Your pretty little pooch will look fresh as a spring breeze in a Ruff Ruff Couture Lilac Sunshine Dress. This darling ensemble combines seersucker gingham, white lace and a custom designed lilac and pink sunflower. This Sunshine Dress is also available in Pink, with gingham check, ruffle sleeves and an adorable, custom designed sunflower.

Sorbet, anyone? Ruff Ruff Couture has materialized "sweet" once again, with the delectable Sorbet Hoodie Dress. Featuring pink velour, two-scoops of tasty sorbet and fruity lemon accents and a chic drawstring waist, the Sorbet Hoodie Dress will have heads turning and mouths watering. This fresh and juicy look is both comfy and cute!

And for those of you making your warm weather debut, the Ruff Ruff Couture Debutante Dress will give your darling pooch a proper introduction to society! Featuring gorgeous pink eyelet, rosettes and a lace and satin crystal belt, it will be a "coming out" none will soon forget.

Toodles!



Paloma

FLOYD'S JOKE CORNER

A thirsty, talking dog walks into a local bar. The dog hops up on a bar stool, puts his front paws on the bar and whistles loudly at the nearby bartender.

Confused, the bartender squints at the dog and says, "What is it?"

The dog looks the bartender right in the eye and says, "Hey, guess what? I'm a talking dog."

Genuinely unimpressed, the bartender replies, "And...?"

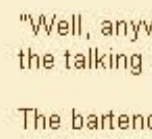
"Have you ever seen a talking dog before?" asks the dog.

"I guess not," replies the bartender, "I suppose I was expecting this to be a little more exciting."

"Well, anyway, how about a free drink for the talking dog?" the dog asks.

The bartender thinks for a moment and says, "Alright. The toilet's right around the corner. Knock yourself out."

Keep it goofy,



Floyd

LUCKY DOG OF THE MONTH



April 2008's Lucky Dog of the Month sure ain't no fool... it's Faux Pas!

Faux Pas is a 3 year old Pomeranian that reigns from Baton Rouge, LA who enjoys smelling the fresh Louisiana air and barking at birds.

Pictured above in her Mardi Gras dragon costume, this little diva just loves the attention she receives while playing dress-up. Faux Pas even has her own closet!

Faux Pas' passions consist of playing with her toys (she knows 19 of them by name) and starring in local TV commercials. A certified internet superstar, she even has her own YouTube video. What a pup!

Congratulations, Faux Pas. You're a winner!

SUBMIT YOUR LUCKY DOG

AS COUTURE TURNS...

Check out these brand-spankin'-new goodies from everyone's favorite pet boutique!



Pink Sunshine Dress



Lilac Sunshine Dress



EVO Red Meat Small Bites



EVO Cat and Kitten



You can get these and many other luxury pet products by visiting our online store at: www.SHOPLUCKYDOG.com

Lucky Dog Pet Boutique 415 Market Street San Diego, CA 92101 619-696-0364

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