



SAM'S DOGGIE DIGEST

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



GREETINGS

AUGUST 2007

VISIT OUR STORE FORWARD TO A FRIEND

Dear Cody Humston,

Greetings, doggies. August is a very exciting month for yours truly. We have a highly anticipated event just a few days away, a birthday celebration right around the corner, and a fast approaching autumn that will surely bring cooler weather (and coordinating canine clothing collections)! So, keep an eye out for fresh news, product updates and some great buys, both in-store and online.

In the meantime, it's hot. It's sticky. It's August. We've officially reached the dog days of summer... and while I'll spare you the etymology of this aptly named phenomenon, I cannot stress enough the importance of keeping you and your pooch hydrated. So, drink up, friends.

P.S As most of you already know, your favorite Pet Boutique recently appeared on MTV's *Engaged & Underage: I Do Re-Do*. If you didn't already know, well, now you do. Just be sure to set that DVR to record every episode for the next month, you're bound to see it sooner or later. Congratulations Josh & Erica! We wish you all the best.

Happy shopping,

Sam

SAMMY'S SPECIAL

Got an itch you just can't scratch? You're in luck! [Micro-Tek Pet Spray](#) stops biting, licking and itching **INSTANTLY**.

For a limited time, you can save 15% off any Micro-Tek web order. Just add a bottle to your basket and enter **THAT'S BETTER** when prompted during checkout.

Itch you later!



HEALTHY LIVING WITH LILA

How do I keep my cool in this summer heat? Ice, ice baby! That's [Ice Pups](#) from Honest Kitchen. This is by far my favorite summer snack. You simply add warm water, freeze in bite-size portions and serve. I always have some in the freezer ready to serve to my guests on sunny days. Ice Pups are wonderful for parties and post-hike hydration.

But don't stop there...nothing is more relaxing than a cool, soothing summer bath. It's time to bring out the [FURminator deShedding Shampoo](#) (helps promote healthy skin and coat) and [Solution](#) (helps release undercoat and loose hair). Finish with the [deShedding Tool](#) for complete comfort!

It's summertime, baby! Bikinis are in, so the hair must go!

Stay cool,



Lila

FEATURED EVENT



2nd Annual Loews Coronado Bay Resort Surf Dog Small Wave Competition

Saturday, August 18 from 9:00 a.m. - 3:00 p.m. in Imperial Beach

The Loews Coronado Bay Resort Surf Dog Small Wave Competition is back and better than ever. For those of you who missed last year's event- boy, are you in for a treat!

Join us in Imperial Beach this Saturday and hang 20 for a great cause. Watch Surf Dogs compete in two separate heats, demonstrating their natural ability to grip it and rip it.

The 1st, 2nd and 3rd place winners of each heat will score a ton of cool prizes (not to mention bragging rights).

The event will also include a furry fashion show from none other than Lucky Dog Pet Boutique, featuring the hottest bark-worthy beachwear for discriminating canines and those who adore them.

All proceeds will benefit Loews Coronado Bay Resort's Good Neighbor Council.

Attendance is free. Snacks and beverages will be available for purchase.

To register, please call 619-424-4000 ext. 6696. For more information, visit the [Surf Dog Blog](#) or visit [In the News](#). Click [here](#) for directions.

OLIVE'S FASHION FORECAST

Hey, Lucky Dogs. My name is Olive, the latest addition to the Lucky Dog Team. Listen, I know you're all planning to attend the Small Wave Competition this Saturday; I'm here to help you do it in style!

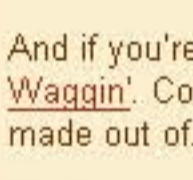
Considering the general dreaminess of San Diego Surf Dogs, this fashion forecast calls for [tanks & tees](#) with a chance of sleeveless [hoodies](#). With all of those surfer hunks running around, you're going to want to look your best!

Build up your Surf Dog street cred with a classic [Lifeguard Tank](#). This tank has a custom sleeveless fit for us short-bodied dogs and that customary lifeguard insignia that will have Spot drowning for your attention.

Brrrr! That water's cold. After a dip in the Pacific, you might just need to warm up in one of Ruff Couture's [Nantucket Hoodies](#). Made from soft & stretchy French terry denim, this hoodie features a beach appropriate hand-embroidered sailboat.

And if you're really looking to impress, cruise in to Imperial Beach in the fun yet functional [Woodie Waggin'](#). Complete with a detachable surfboard toy, this bed is what every surfer boy's dreams are made out of.

Toodles,



Olive

FLOYD'S JOKE CORNER

A Poodle and a Collie were walking down the street, chatting away about life on four legs.

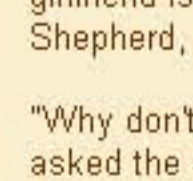
In the midst of a particularly awful week, the Poodle dumped all of his emotions upon his Collie confidant.

"My life is a mess. My owner is mean, my girlfriend is having an affair with a German Shepherd, and I'm as nervous as a cat."

"Why don't you go see a psychiatrist?" asked the Collie.

"I can't," replied the Poodle. "I'm not allowed on the couch."

Keep it goofy,



Floyd

LUCKY DOG OF THE MONTH



Congratulations, Autzie. You're a winner!

Autzie is a loving and adoring 5-month old Bichon-a-ranian that loves to play, especially with her two best friends, Azuki Bean and Benji, both toy Poodles.

Six pounds and still growing, you can hear the pitter patter of her little paws and soft ringing of her little pink bell as she gallivants around the house.

Autzie loves her food, nibbling on her chews and munching on ice cubes, too.

With a tilt of her head and big brown eyes, she can't help but make you go, "awww."

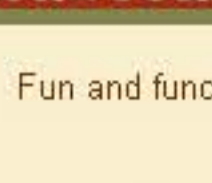
And you know you've got her heart, when she comes running to you with her ears tucked back and tail wagging.

With Autzie around, every day is a wonderfully sunshine-filled day.

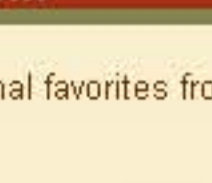
SUBMIT YOUR LUCKY DOG

AS COUTURE TURNS...

Fun and functional favorites from everyone's favorite pet boutique!



Puppy Orbee Bone



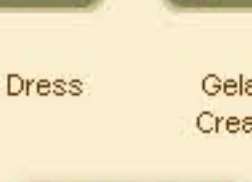
Gelato Dress



Gelato Ice Cream Toy



Gelato Hoodie



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

info@shopluckydog.com