



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



GREETINGS

FEBRUARY 2007

VISIT OUR STORE FORWARD TO A FRIEND

Dear %%NAME%%,

Happy Valentine's Day, everybody! I hope everyone has taken the time out for that special someone this year. After all, who couldn't use a little extra love?

As always, Lucky Dog's got the sweetest gifts for your furry friends. Whether you're shopping for Fifi the fashionista or Fido the foodie, you'll be sure to find something to satisfy their V-Day desires.

Just a reminder, our Pet-icure Wednesdays have become so popular that we've added an additional day of the week for pooch pampering. Now you can schedule your Pet-icures on Mondays and Wednesdays from 12 to 6. Walk-ins are welcome, but appointments are preferred. Feel free to give us a call at (619) 696-0364 for more information.

Happy shopping,

Sam

SAMMY'S SPECIAL

As much as I hate to admit it, I'm rather partial to this whole V-Day thing. I mean, yeah, Cupid is a little creepy, but the way I see it, I score some free treats every time I tell someone I want to be their Valentine! What's not to like?

Anyway, I'm giving away FREE cookies to everyone who places a web order this month. And these cookies just so happen to be just like me (cute as a button, that is). Get 'em while they're hot!

Simply enter CUTIE PIE into the coupon code box upon checkout to receive this special offer!

Enjoy!



HEALTHY LIVING WITH LILA

Hello everyone, this is a MUST read story that I've long awaited to tell. If you're a senior, if you've ever suffered an injury, if you have trouble sleeping or if getting on all fours isn't as easy as it once was... This one's for you.

As some of you may already know, my big brother, Homer the One-Eye Pug, is 17 years old. That's right Homer is 119 in dog years! Last year, Homer suffered a painful back injury, temporarily paralyzing all four limbs. The doctors said he was lucky to be alive. Already an advocate of holistic living, Homer sought after some additional supplements to compliment his healthy diet during the road to recovery. Today, believe it or not, he is able to get up and walk around better and stronger than ever!

What's his secret? A well-rounded diet, natural supplements and some good old-fashioned TLC. Homer's healthy diet is made up of Honest Kitchen's Dehydrated Raw Food. Made of 100% human grade ingredients, Honest Kitchen is available in 3 varieties: Yerve, Force and Embarc (remember that alternating proteins helps boost a stronger immune system). Homer gets his extra strength from a supplement called Four Flex Plus. Four Flex Plus promotes stronger joints, providing Homer the stability to walk again. Last but not least, Homer uses Cetyl M to move around with ease and confidence. Cetyl M relieves pain, promotes joint recovery, and lubricates joints, allowing Homer to move about comfortably, sleep better and to keep improving with each passing day!

It's not often that one finds the proverbial "fountain of youth." Homer and I are happy we're able to share these secrets with you.

Long live the Pug!



Lila

PALOMA'S FASHION FORECAST

Planning an enchanted Valentine's Day dinner party with those you adore? Lucky Dog's got everything you need to make your social gathering a smash!

What to wear? Impress your lady friends and your special someone in the Duchess Coat Dress, a regal look for any charming hostess.

Start the celebration on the right paw, bow WOW the man in your life with a traditional V-Day bottle of Dog Perignon. Then, show the girls a thing or two in the kitchen with Cupid's favorite main course.

After dinner, offer up a spot of Royal Dogton Tea and top it all off with a toast of good fortune in the Teacup Red. Your guests will be RSVPing for next year!

Stay fabulous,



Paloma

FLOYD'S JOKE CORNER

A little girl and her dog are walking through the forest when they suddenly fall into a pit. They scramble and scramble but can't make their way out. The little girl yells, the dog barks, but no one is around to hear their calls for help. Slowly, the night sky turns black and they find themselves engulfed in utter darkness.

Off in the distance, the wolves begin howling. Each howl is louder and closer than the last.

The little girl holds the dog close to her chest and says sadly to the dog, "This is the worst mess in which ever have found ourselves, my darling Sparky."

"Yeah," the dog says, "we're really screwed."

"Sparky," the girl says, astonished, "I didn't know you could talk."

"Well," the dog says, "I was kinda waiting for the right time to tell you."

Keep it goofy,



Floyd

LUCKY DOG OF THE MONTH



The polls are closed and we've got ourselves a winner. February's Lucky Dog of the Month is... LEAH!

Leah, a chocolate and tan colored mini-Dachshund, was born on August 1, 2006. Now, at six months old, she's just as playful and friendly as the day she was picked up.

Leah loves to play fetch and tug-of-war; she also loves to run. She adores other dogs and is very social. She also enjoys visiting Lucky Dog where her best friends, Sammy, Banks and Lila hang out. She loves Lucky Dog so much that she sniffs every door on her walk down Market Street until she finds exactly what she's looking for!

Her favorite playthings are her Singing Dog Toy, Squeaking Skunk and her Mini Tennis Ball. Leah is a very high maintenance dog and only wears the finest in canine couture.

When it's lunch time, Leah chomps on a well balanced mix Nature's Variety and Embarc dog food. Her favorite treats are Pizzle Bits, popcorn and an occasional tortilla chip.

After a long day of playing, you might find Leah snoozing on mom and dad's bed or cuddling up right next to the heater. All in all, Leah is a great dog, and if anyone were to meet her they would certainly fall in love with her (because she'd most definitely fall in love with you!)

Congratulations, Leah. You're a winner!

SUBMIT YOUR LUCKY DOG

AS COUTURE TURNS...

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



Starlet Dress



Taking Rose



Sweetheart Chocolate Box



Love Letter Cookies



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