



**GREETINGS**

**FEBRUARY 2008**

VISIT OUR STORE FORWARD TO A FRIEND

Greetings, friends! V-Day may very well be over and done with, but the love never stops here at Lucky Dog.

It's been a rather exciting February and we have much to show and tell. We just got back from the San Diego hosted Global Pet Expo, and boy, did we score some sweet and sassy new pet products for you neoteric pooches.

With warm weather right around the corner and hot new products to show our four-legged friends, it's time to get busy with some spring cleaning. But before we go in with the new, we must go out with the old. And you know what that means: SALE! That's your cue to head into Lucky Dog for some in-store exclusive deals!

Stay tuned for more info on all the latest trends and happenings from your favorite pet boutique...

Happy shopping,

Sam

**SAMMY'S SPECIAL**

In light of the butterflies-in-my-tummy-esque post-Valentine's Day buzz, I'm offering **FREE** shipping to everyone who places a web order for the rest of the month. Go ahead, take advantage of my generosity. Isn't that what love is all about?

Just enter **SHIPPITY DO DA** during checkout to receive this special discount.



**PALOMA'S FASHION FORECAST**

It's my understanding that 2008 is a leap year. And while the complexities of intercalary adjustments are beyond my mental capacity, I'd have to say that having an extra day to nap, eat, cuddle and/or play is pretty bitchin'.

I'm excited to say that 2008 is my first leap year and I plan on using my extra 24 hours wisely. I've planned a fun filled day in San Diego and you're coming with me!

Our first stop is Balboa Park, where we'll romp and play until we're sufficiently stinky. Don't forget proper hydration: water is a dog's best friend. You'll want to stock up on toys too!

Next on our tour is the beautiful Cabrillo National Monument. In addition to telling the story of 16th century exploration, this place is home to a wealth of cultural and natural resources.

Last, but certainly not least; we're headed to San Diego's famous Gaslamp Quarter (home of Lucky Dog) for some retail therapy. Follow my lead and grab your American Express Cards, 'cause we're going shopping!

All of this running around can be rather tiresome. If only there was a fashionable yet functional bag mommy could carry me in...

I hope you had as much fun as I did!

Toodles!



Pam

**FLOYD'S JOKE CORNER**

An elderly man was driving down a country road with twenty penguins in the back of his pickup truck. A concerned police officer stopped him to see what exactly was going on.

"I couldn't help but notice that you had a dozen or so penguins in the back of your truck." said the officer.

"Twenty, to be exact." the man replied.

"Just where are you and your twenty penguins headed?" the officer inquired.

"Nowhere in particular," the man said. "We're just out for a cruise."

"Listen, you can't just go cruisin' around with twenty penguins in the back of your truck!" said the officer.

"Well, what do you suggest I do with them, officer?" the man asked.

"They're *penguins*," the officer said. "Take 'em to the zoo."

So the elderly man agreed, and drove off toward the zoo.

The very next day the same elderly man is driving down the same country road with the same twenty penguins in the back of his pickup truck. Unsurprisingly, he is stopped by the same police officer.

"Hey! I thought I told you to take those penguins to the zoo!" said the police officer.

"I did," the man replied. "Today I'm taking them to the movies."

Keep it goofy,



Floyd

**LUCKY DOG OF THE MONTH**



**Lucky Dog of the Month, February 2008: Max!**

Max is an undoubtedly adorable and feverishly friendly Yorkie who loves to travel, loves to cuddle... and apparently loves to shuffle!

Genuinely under the impression that he is a human being, Max partakes in various bipedal extracurriculars like dancing; vacationing in Baja Mexico's Cabo San Lucas, Rosarito and Ensenada; playing dress-up; and scoping out the Baja 500.

Max thoroughly enjoys the outdoors. He spends a great deal of time playing in the desert, dog beach and, of course, the neighborhood park.

Max's favorite treats are Greenies and Beggin' Strips, but his most prized possession is his blanket.

Just recently, Max became a big brother to a bouncing baby boy. We sure hope you're ready to share that exciting life of yours!

Congratulations, Max! You Lucky Dog, you.

**SUBMIT YOUR LUCKY DOG**

**AS COUTURE TURNS...**

Kissably cute couture from everyone's favorite pet boutique!



Sweetheart Chocolate Box



Kiss Kiss Tank



Kiss Kiss Dress



Kiss Kiss Lips Toy



You can get these and many other luxury pet products by visiting our online store at: [www.SHOPLUCKYDOG.com](http://www.SHOPLUCKYDOG.com)