



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



GREETINGS

May 2009

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Dear %%NAME%%,

Greetings, Lucky Dogs, and Happy May!

May is the time to make sure your furry friends are fully equipped for the long, lazy days of summer, so check out this season's selection of [balls, flyers, and fetch toys](#)—perfect for afternoons spent at the beach or dog park!

Longer days mean longer walks with your pal, and, lucky for you, we have some brand-new Up Country collar, leash, and harness collections to help keep your dog at the top of his fashion game. Be sure to check out Paloma's Fashion Forecast for more information on the latest and greatest in canine couture.

Speaking of fashion, why not stock up on winter wear a little early this year? If you're looking to save a penny or two, check out the slew of sweaters on [clearance](#) right now—available online and in our Market Street boutique. But, hurry, sizes and quantities are limited!

Happy shopping!

Angel

EXCLUSIVE ONLINE SAVINGS

Let's face it, things are starting to heat up. And if there's one thing that we could all use a little more of (besides chicken treats), it's hydration. The Water Rover is one of our most popular summertime items and we'd like to extend a special offer to all of you thirsty tail-waggers out there.

To get you ready for summer, Water Rovers will be available for an incredible discounted price through the end of May! Just add a Water Rover to your shopping cart and enter **DRINK UP** into the coupon code box upon checkout to receive 20% off this summertime staple!

Now, doesn't that just make your mouth water?

PALOMA'S FASHION FORECAST

Cast aside winter's dull blues and grays! Summer is the time for flashy fashion in bright colors and patterns, and our brand-new goodies from Up Country arrived just in time for the season. These collars, leashes, and harnesses come in a plethora of playful patterns—from [bones](#) to [bees](#) to [skullies](#)—so choose one to best fit your lucky dog's look.

I spend a lot of quality time outdoors this part of the year, so quality toys are a must. This summer, my eye is on some fun new plush ones. Rippy's [cow](#), [lion](#), and [pigtoys](#) each have detachable heads, arms, and legs, which make for endless fun and lots of laughs.

All this talk about play time is wearing me out! Fortunately, I've got my [Pet Teek Pet Carrier](#) for times like these. The Pet Teek Carrier is safe, durable, perfect for small dogs, and sleek too. Order yours in black or camouflage—then hit the streets in style!

Viva la fashion!



Paloma

FLOYD'S JOKE CORNER

Upon entering a small country store, a stranger noticed a sign saying DANGER! BEWARE OF DOG! posted on the glass door.

Inside, a harmless old hound dog was asleep on the floor beside the cash register.

He asked the store manager, "Is that the dog folks are supposed to beware of?"

"Yep, that's him," he replied.

The amused stranger inquired, "That certainly doesn't look like a dangerous dog to me. Why in the world would you post that sign?"

The owner responded, "Because, before I posted that sign, people kept tripping over him."

Keep it goofy,



Floyd

LUCKY DOG OF THE MONTH



Look out! Here comes May 2009's Lucky Dog of the Month, Penny!

Penny is a cute and cuddly, fetch-loving, one-and-a-half-year-old toy Pomeranian who showed up on Christmas morning back in '07.

A little dog with a huge heart, Penny loves to sit on her mommy's shoulders and watch T.V.

Penny is very smart and always eager to learn new tricks. Her favorite treat is kangaroo jerky, which she will happily give you a high-five and dance for!

She loves to go to the park and play fetch with her itty bitty tennis ball, returning it just as well as a Retriever.

With more personality than you can shake a stick at, Penny proudly walks around the block with her chest out, smiling the whole time.

Penny, you sure sound precious! Congratulations!

[SUBMIT YOUR LUCKY DOG](#)

AS COUTURE TURNS...

Check out the latest and greatest from everyone's favorite pet boutique!



Honest Kitchen Keen



Pet Corrector



Wubba Wubba



Up Country Skully



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