



For Immediate Release  
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## **The Classy Custom Pet Portal Wins The Editor's Choice Award !!!**

### **Pet Product News International Selects 2008 Editors' Choice Winners**

**Irvine, Calif.** – Pet Product News International, the leading business-to-business magazine in pet supplies marketing for 62 years, is proud to announce that its editors have selected 40 winners out of more than 570 manufacturer submissions and from the many other products that the editors chose for consideration after viewing them at trade shows.

“Selecting this year’s winners has been an exciting process,” says Editor in Chief Carol Boker. “There are so many wonderful products on the market. It was difficult to eliminate many of them, but we are pleased with the choices we have made.”

Products were selected based on innovation, function and design. All products underwent thorough review, and many were tested by multiple pets and their owners.

Winners, along with reasons why the editors selected the lucky 40, will be unveiled in the August 2008 issue. Winners will also be featured online at [www.petproductnews.com](http://www.petproductnews.com).

### **About Pet Product News International**

Pet Product News International is the leading business news magazine covering the issues and trends affecting all sectors of the professional pet industry, including, but not limited to, retailers, manufacturers, distributors and trade associations. Pet Product News International is published by BowTie News, a division of BowTie Inc., the industry leader in consumer pet and veterinary trade publishing. You can find BowTie Inc. and its magazines on the Web at [www.animalnetwork.com](http://www.animalnetwork.com).