



PRESS RELEASE

Germany's pets in Euro 2008 fever

Fressnapf declares 'woof championship'!

Krefeld, Germany, 5th June 2008 – Football fever has once again gripped the nation for the UEFA Euro 2008, with fan products and toys from German flags to ball-shaped barbecues as this season's top sellers. Fans make sure that they – and their four-legged friends – are fitted out with the right gear for the days ahead.

Fressnapf offers a wide range of stylish black, red and gold accessories. There are even football snacks for dogs – doggy crisps and the original 'Schwanzwedler dog beer', made from non-alcoholic beef stock so that two and four-legged friends can drool over and snack in front of the TV together. Canines can show their allegiance to the German national team when out on a walk with bandannas, paw bands made out of terry towelling, leads and collar tags in black, red and gold. Rover can also play on a fleece blanket with a football design and follow the two-legged creature's game on a comfortable dog cushion in the colours of the German flag.

But when it comes to dribbling, cats are the real experts, especially when things start to rustle and roll. Feline paws can become ball professionals and take to the field in top form with their very own goal wall complete with plush ball.

To be able to keep up with their four-legged friends, prior training is recommended for all pet owners under www.wuff-meisterschaft.de. Practice your shot and win great prizes.

Further information:

Fressnapf Tiernahrungs GmbH

Achim Schütz

Westpreussenstr. 32-38

47809 Krefeld, Germany

Phone: +49(0)2151/5191-1231

Fax: +49(0)2151/5191-281231

E-Mail: achim.schuetz@de.fressnapf.eu