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UP COUNTRY TO SHOWCASE NEW 2018 PET PRODUCTS AND ACCESSORIES AT SUPERZOO

With gorgeous new collar and lead fashions, practical doggie doorbells, and personalized pet beds, Up Country continues to dominate as leader of the pack in the high-end pet products category.

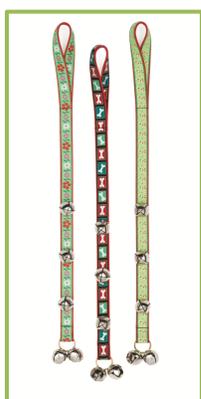
PROVIDENCE, RHODE ISLAND, May 31, 2018. Up Country, Inc. today announced several of its newest product introductions, including holiday-themed doggie doorbells, collars, and leads, in addition to their other 2018 items including training leads, personalized canvas pet futons, and dozens of new collar, lead, and apparel fashions. Up Country will again be participating in SUPERZOO this year from June 26-28 in Las Vegas, Nevada at booth #4121. In addition to their high-end, handcrafted, and Made in the USA items, Up Country is spreading the word about their [Up Country Cares](#) philanthropy program and [Adoption Tails](#) initiatives, whereby they give back to communities and regularly share and showcase pet adoption stories in an effort to create awareness and action.

“It’s only May, but we are already getting excited about the holiday season and about the latest additions to our line. With 2018 being the Chinese ‘Year of the Dog,’ we are even more delighted to celebrate an owner’s special bond with their dog with comfort, quality, and style,” said Alice Nichols, Founder. “We have expanded our home décor line with additional decorative pillow fashions, recently launched our new Doggie Doorbells, and now offer canvas pet futons with the ability to be personalized. Providing U.S. made products, excellent craftsmanship, and giving back to communities to keep our dog and cat companions safe, continues to be the heart of our mission and continually informs our growth and direction.”

Here are some of Up Country’s newest products and categories:

NEW! Doggie Doorbells – A wonderful training tool for your pup! Hang the Doggie Doorbell in your home to help train dogs to alert you when it’s time to go outside. Available in 11 colors and Made in the USA with durable bamboo webbing and nickel-plated bells. Personalization is available, too! Available now; *SRP \$21.00.*

****NEW for the fall! Holiday-themed Doggie Doorbells*** – Available now; *SRP \$21.00*



NEW! Tweed Coats – Up Country’s high-quality apparel line welcomes its newest addition - Tweed coats, available in green and pink! They have a satin lining, snap pocket, and wide corduroy collar. Tweed coats are available in ten sizes, are machine washable, and have a harness patch for conveniently attaching a leash for outdoor adventures. Available now; *SRP starting at \$44.*



NEW FASHIONS! Dog/Cat Collar and Leads – Over 100 beautiful, Made in the USA designs available! Style your dog or cat each season in a beautifully themed collar fashion that best represents their personality and your style. From Up Country’s new Pupsicle and Glitter fashions to their Whale Stripe, Flamingo, and Hydrangea patterns, there’s something for everyone. Matching leads available as well. Available now in a variety of widths, sizes, and lengths – including extra wide widths for larger dogs. *SRP starting at \$22.00.*

***NEW for the fall! Holiday-themed Collars and Leads** – Available July 2018; *SRP starting at \$22.00.*



NEW! Canvas Indoor/Outdoor Futons with Optional Personalization – Unleash your inner designer! Up Country’s latest pet futons are available in five classic mix-and-match canvas fabrics with your choice of eight trim colors. Extremely durable, comfortable, and perfect for indoor or outdoor use. Machine washable. Personalization is available, too! Available now; *SRP from \$70.00.*



NEW! Training Leads – Available now in 12- and 20-foot lengths, the new training leads by Up Country offer longer lengths for more flexibility while instructing your dog - an important tool for all pet owners. Made in the USA. Available in 9 colors; *SRP \$23.00.*



NEW FASHIONS! Decorative Pillows – Up Country’s Decorative Pillows are the perfect addition to any pet lover’s home – and they also make great gifts! Colorful designs with charming quotes like, “All you need is love and a dog,” or “Everything is better at the beach,” will delight and inspire. Beautiful canvas art on the front with soft, luxurious solid fabric on the back. Three sizes available. Made in the USA. Available now; *SRP \$42.00.*



For pet retailers and media attending SuperZoo, please be sure to visit Up Country at booth #4121 to see these gorgeous new offerings in person. To browse Up Country’s entire product offering, and to learn more about its philanthropic efforts, please visit www.upcountryinc.com.

About Up Country, Inc.

Up Country is an industry leader in the pet accessories business manufacturing high quality products such as collars, leashes, apparel, treats, pet beds, harnesses, and more at their East Providence, Rhode Island headquarters. Their 30+ year commitment has been to create the right product for dogs and cats that not only look beautiful but are also made to last. Up Country also gives back to their community by donating a free collar and leash to any dog or cat adopted from their local RIPSCA, in addition to their many other philanthropic endeavors. Up Country products are sold in leading mass, independent, chain, and online retailers, as well as on their own website. Learn more by visiting their [website](http://www.upcountryinc.com) at www.upcountryinc.com or call 800-541-5909 for more information. Please also visit them on [Facebook](#), [Twitter](#) and [Instagram](#).

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