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FOR IMMEDIATE RELEASE

FROM "CELL DOG" TO COVER GIRL
Doggie Model's Mug Mingles with the Stars as Part of Summer Hollywoof Gift Bags

North Pomfret, Vermont— Sandy, the adorable mutt whose quirky mug appears on the cover of the hit book *Speaking for Spot: Be the Advocate Your Dog Needs to Live a Happy, Healthy, Longer Life*, is about to get up close and personal with some of the biggest names in L.A. *Speaking for Spot*, by board certified veterinary specialist Dr. Nancy Kay, is featured in Distinctive Assets' Hollywoof A-List Doggie Gift Bags, to be distributed to over 20 dog-loving singers, actors, and television personalities—including Miley Cyrus, Charlize Theron, and Martha Stewart, to name just a few—at the end of August. Dr. Kay offers recipients the inside scoop on how to ensure their own pets—and the less fortunate dogs and cats whose lives they support and champion—get the very best health care, at the right time, from the right veterinarian.

Sandy was not chosen for the cover of *Speaking for Spot* for her looks alone—her life story captured Dr. Nancy Kay's attention. Sandy was one of three original canine participants in the Pen Pals Program, begun in 2005 as a joint effort between San Quentin State Prison and the Marin County Humane Society in Novato, California. In this innovative program (inspired by the Animal Planet special "Cell Dogs"), specially selected inmates are paired with dogs and taught to train and socialize them in preparation for adoption. The dogs involved with the program usually have "special needs" that require quality time with a person prior to joining a new family—and time is something the convicts have in abundance. Similar programs are in place in other states and report a decrease in prison violence and an increase in prisoner socialization due to the dogs' presence.

While "in the pen," Sandy fully recovered from heartworm disease while learning how to "Sit," "Stay", "Roll over," "Shake," and "Play dead." She drew many a chuckle when she eagerly and joyfully responded to the vocal "release" from the "Stay" command chosen by her handler: "Parole!" Upon leaving San Quentin, Sandy was successfully placed with a new family—Frank and Kay Commins, and their son Dave. Dr. Kay has visited Sandy in her new home, and reports she is "boisterous and dearly loved."

Established in 1999, Distinctive Assets not only produces the Gift Bags and Talent Lounges for many major award shows but also provides product placement, product introduction, and branding opportunities within the entertainment industry and beyond. Other services include Corporate and Personal Gifting for every occasion.

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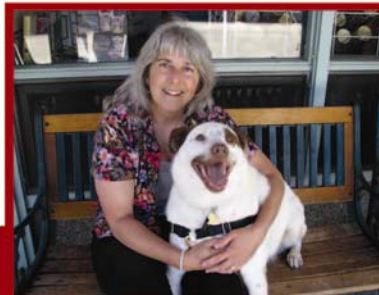
For more information about Dr. Nancy Kay or her book *Speaking for Spot*, visit www.speakingforspot.com. To schedule an interview with Dr. Kay, please contact Martha Cook at 800.423.4525 or email Martha at mcook@sover.net.



NOT Just Another Doggie *Cover Girl*

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*Dr. Kay meets her “cover girl”
Sandy for the first time.*