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FOR IMMEDIATE RELEASE

JUST FUR ME INTRODUCES BRAND NEW PET BASED GREETING CARD LINE

San Antonio, Texas, May 20, 2007..... Just Fur Me has confirmed its participation in the National Stationery Show, running May 20 - May 23, 2007 at the Jacob Javits Center in New York City, New York. Just Fur Me will debut its new line of greeting cards, gift wrapping paper, bows, note cards and more.

This unique, fun and innovative line is designed by an internationally known design firm located in Texas. With the devoted pet lover in mind, and speaking from the pet's perspective, these cards offer pet lovers the opportunity to include their pet(s) in greetings and salutations to family and friends.

The line consists of an assortment of capricious greeting cards, beautiful gift wrapping paper, coordinating ribbons, gift tags, note cards and notepads. All products feature whimsical illustrated characters and reflect a variety of warm, contemporary colors.

The inaugural line includes 24 greeting cards addressing birthday, love, thank you, get well and sympathy occasions. All cards are 5" x 7", printed on very high quality paper stock and are designed to fit into an A7 envelope. There are twelve designs of double-sided gift wrapping sheets. The sheets are 24" x 36" and are packaged three sheets per packaging tube including two 2-yard long coordinating ribbons with attached metallic tags that can be personalized. The note cards are 6.25" x 4.5" fold over cards and are designed to fit into an A6 envelope. There are eight designs to choose from featuring both dog and cat illustrations. The notepads are 50 sheets of 5" x 7" writing paper and are available in 2 fun designs.

Unique to this line is the use of pet leashes as gift bows. Bow. Wow! Leash Bows (patent pending) feature a 3/8" 4' nylon dog leash. The bows are offered in six different colors complete with a metallic tag that can be personalized with any writing instrument. After being used as a decorative element, they can be kept for use as a leash rather than discarded like most bows! This product has been hand-selected from hundreds of entries to be featured in The Best New Product Display area of the show.

The Bradford Lawton Design Group is a well respected and award winning graphic design firm located in San Antonio, Texas. Driven by the love and passion we feel for our own pets, we developed the Just Fur Me product line. We're continually inspired by our furry friends, so watch for new products to be added soon.

****For high resolution images of our products, please visit justfurme.com and click on press kit.**

If you would like more information about this line, or to schedule an interview with Cathy Keen, please call Cathy Keen at (210) 832-0908. Or email Cathy at cathy@bradfordlawton.com.

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