

ALERT: Dogness Confirms No Material Impact Expected From Texas Storm and Power Outages; Continues to Meet Higher Customer Order Level

PLANO, Texas, Feb. 19, 2021 /PRNewswire/ -- Dogness (International) Corporation ("Dogness" or the "Company") (NASDAQ: DOGZ), a developer and manufacturer of a comprehensive line of Dogness-branded, OEM and private label pet products, today confirmed it does not currently expect a material impact from this week's winter storm and resulting power outages across Texas.

The Company noted its distribution facility in Plano, Texas has not been seriously impacted, nor has its ability to fulfill customer orders been materially impacted beyond short-term logistics delays due to poor road conditions and delays in trucking dispatches.

Silong Chen, Chairman and Chief Executive Officer of Dogness, commented, "Our thoughts are with fellow Texans, including Dogness' team members and the countless pets we strive to serve. The strength of this recent winter storm and power loss created a dangerous situation for both pets and pet parents, which we understand the power companies and state authorities are working to fix as quickly as possible. Dogness encourages all Texans to bring their pets inside during this challenging weather. Dogness made the strategic decision last fall to build our internal inventory of top selling, higher volume products in order to best serve customers' increasing demand levels going into and out of the important holiday season. This proactive strategy gives us added confidence we will be able to continue to fulfill higher order levels from our diverse customer base, which covers some of the largest pet product and lifestyle companies across all key channels - specialty, mass market, online/eCommerce and retail stores."

About Dogness

Dogness (International) Corporation was founded in 2003 from the belief that pet dogs and cats are important, well-loved family members. Through its smart products, hygiene products, health and wellness products, and leash products, Dogness is able to simplify pet lifestyles, make them more scientific, and enhance the relationship between pets and pet caregivers. The Company ensures industry-leading quality through its fully integrated vertical supply chain and world-class research and development capabilities, which has resulted in over 200 patents and patents pending. Dogness products reach families worldwide through global chain stores and distributors. For more information, please visit: ir.dogness.com.

Forward Looking Statements

No statement made in this press release should be interpreted as an offer to purchase or sell any security. Such an offer can only be made in accordance with the Securities Act of 1933, as amended, and applicable state securities laws. Certain statements in this press release concerning our future growth prospects are forward-looking statements regarding our future business expectations intended to qualify for the "safe harbor" under the Private Securities Litigation Reform Act of 1995, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding lingering effects of the Covid-19 pandemic on our customers' businesses and end purchasers' disposable income, further developments in operations related to severe winter weather, our ability to raise capital on any particular terms, fulfillment of customer orders, fluctuations in earnings, fluctuations in foreign exchange rates, our ability to manage growth, our ability to realize revenue from expanded operation and acquired assets in China and the U.S., our ability to attract and retain highly skilled professionals, client concentration, industry segment concentration, reduced demand for technology in our key focus areas, our ability to successfully complete and integrate potential acquisitions, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings. These filings are available at www.sec.gov. Dogness may, from time to time, make additional written and oral forward-looking statements, including statements contained in the Company's filings with the Securities and Exchange Commission and our reports to shareholders. In addition, please note that any forward-looking statements contained herein are based on assumptions that we believe to be reasonable as of the date of this press release. The Company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the Company unless it is required by law.

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