

## Dogness Adds Three New Distributors to Meet Growth

DONGGUAN, China, July 1, 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 announced it added three new distributors to help it meet continued business growth led by sales of the Company's intelligent pet products and its traditional product portfolio.

The new distributors will focus on expanding growth in Europe and Asia, including in particular Taiwan and Russia, both key strategic markets with strong underlying trends. During the six months ended December 31, 2020, Dogness' products were sold in 25 countries. For the six months ended December 31, 2020, export sales accounted for 47.5% of total sales, while Chinese domestic sales accounted for 52.5% of total sales.

Silong Chen, Chairman and Chief Executive Officer of Dogness, commented, "We are excited to add three additional highly qualified and connected distributors, as we focus on further accelerating our sales growth and diversification worldwide. We continue to benefit, along with the broader pet care industry, from increased pet ownership and spending, strong support for both online and traditional retailers, and a desire among pet parents to provide their loved ones with a healthier, safer, more enriching and fulfilling life."

Mr. Chen continued, "Dogness has made incredible improvements on everyday pet tasks from eating and drinking to safety monitoring and tracking by leveraging the latest in communications, AI, sensors and other proprietary developments. We are ideally positioned in this rising market with our innovative intelligent pet products and our more traditional, evergreen pet care products and expect to drive increased sales across the key markets we serve as we move forward."

### About Dogness

Dogness (International) Corporation was founded in 2003 from the belief that dogs and cats are important, well-loved family members. Through its smart products, hygiene products, health and wellness products, and leash products, Dogness' technology simplifies pet lifestyles and enhances 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](http://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, our ability to meet development, production and shipping targets, 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](http://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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