

Dogness Ships 700 Cartons of Traditional Pet Products to Japanese Partner

DONGGUAN, China , July 7, 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 shipped 700 cartons of the Company's traditional pet products to one of its long-term strategic partners in Japan for sale. The Company noted it is continuing to benefit from strong demand in key markets worldwide led by China, the U.S., Japan and Europe, with significant growth in other countries including Egypt, Russia, Germany, Panama, Australia and New Zealand.

The population of dogs and cats in Japan (18.13 million) outnumbers that of children 15-years-old or younger (15.3 million). This was attributed in part to the COVID-19 pandemic, during which time the number of new pet owners increased. The life expectancy of dogs in Japan is 14.5 years, and the life expectancy for cats is roughly 15.5 years. This is attributed to the fact that 84.7% of dogs and 90.4% of cats are kept indoors year-round, resulting in reduced risk of sickness. (Source: The Japan Pet Food Association)

Silong Chen, Chairman and Chief Executive Officer of Dogness, commented, "Our team has been working closely with our customers and supply chain partners to ensure we can seamlessly meet the high demand levels we are seeing in Japan. Pet owners are turning to Dogness for high-quality traditional pet products and innovative smart pet tech products that can bring greater happiness, safety and health to their pets. We take pride in supporting stronger pet and owner bonds. We expect to build on our momentum with some very exciting new product launches planned for later this year that will leverage advances in tracking, water and food monitoring, robotics and AI."

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.

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. 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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