

## Dogness Urges Pet Owners to Implement Smart Tracking to Ensure Pet Safety

PLANO, Texas , May 24, 2022 [/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 urged pet owners to implement smart tracking to ensure pet safety in support of the recently held annual National Pet ID week. The Dogness Smart GPS Pet Trackers are the next generation of smart pet tracking, boasting real-time positioning with long-range pinpoint accuracy, robust monitoring, extra-long battery standby time, and simple set-up and use.

Statistics show that one out of three pets will become lost at some point in their lifetime, and missing pets rarely find their way home. Approximately 10 million pets are lost or stolen in the United States each year, and more than 6 million animals wind up in the nation's animal shelters. Dogs and cats in shelters without ID are much less likely to be reunited with their owners, so identification can mean the difference between life and death for your best friend. (source: AmericanHumane.org)

Silong Chen, Chairman and Chief Executive Officer of Dogness, commented, "Just like parents, pet owners would do anything to ensure the health and safety of their family members. Unfortunately, millions of pets are lost or stolen each year. We have invested in the research and development of a powerful, effective solution to this problem. Our Smart GPS Pet Trackers have quickly become some of the most popular products in the category because they provide pets and their owners an added level of safety and security. And unlike surgically implanted computer chips, our devices are non-intrusive, as easy to use as a pet collar and phone app and offer reliable, wide coverage with real-time location information. We urge pet owners as part of the recently held annual National Pet ID week to take a moment to assess their safety plans and to strengthen coverage where necessary. We know that with Dogness, we can prevent many of the millions of lost and stolen pets through our Smart GPS Pet Trackers and routine oversight."

The Company's user friendly, highly comfortable Dogness Discover Smart GPS Pet Tracker is a virtual leash that shares the pet's real-time location on its pet parents' smartphone through the Dogness smartphone app. The GPS tracker features a built-in 4G SIM card for high location accuracy and speed. The industry-standard Qi charger supports fast and easy wireless charging, and the high-capacity battery gives more than a week of operation per charge. Activity management functions allow pet parents to monitor the activity and health of their pets to help ensure pets get enough exercise throughout the day. A rapid, proactive alert provides immediate alerts if a pet leaves or returns to a user-defined virtual fence area, with historical traces to record where a pet has been.

### **Dogness Discover Smart GPS Pet Tracker Product Specifications:**

- **Extended Cellular Coverage:** Built-in QUALCOMM 4G chip and SIM card
- **Real-Time Positioning:** GPS/WiFi/LBS/A-GPS, provides pin point location accuracy in seconds
- **Emergent Tracking:** Records the tracking and movement of pets to view at a later time
- **Charging Method:** Wireless Charging, simply place on the Qi wireless pad to charge
- **Safety Charming Light:** Provides visibility at night; Customize the colors and mode from flashing to solid
- **Powerful Battery:** 1000mAh, with 8 days standby time
- **APP Requirements:** iOS 7.0 or above / Android 5.0
- **Waterproof:** IP68, withstands total submersion
- **Color:** Black
- **Dimension:** 72.6mm x 37.4mm x 22mm
- **Material:** ABS
- **Lightweight, Highly Comfortable:** 49g
- **Warranty:** Yes
- **Includes:** 1 Dogness Smart Tracker, 2 Collar/Harnesses, 1 Wireless Charging Pad, 1 Charging Cable, Velcro, User Manual Warranty Card

Dogness has built an integrated sales platform across all channels, with major customers including, Petco, PetSmart, Costco Wholesale Corporation, Sam's Club, Walmart, Target, QVC®, Pet Value, Pets at Home, PETZL, Petmate, Trendspark, Anyi Trading, IKEA, SimplyShe, and online shopping platforms, such as Amazon, Chewy.com, Boqii Holding Limited, Target.com, HomeDepot.com, Loews.com, Wayfair.com, JD, Tmall and Taobao, as well as live streaming sales platforms hosted by influencers.

### **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 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.

View original content to download multimedia: <https://www.prnewswire.com/news-releases/dogness-urges-pet-owners-to-implement-smart-tracking-to-ensure-pet-safety-301553289.html>



SOURCE Dogness International Corporation

For further information: David Pasquale, Global IR Partners, New York Office Phone: +1-914-337-8801, [DOGZ@globalirpartners.com](mailto:DOGZ@globalirpartners.com)

---

<https://ir.dogness.com/2022-05-24-Dogness-Urges-Pet-Owners-to-Implement-Smart-Tracking-to-Ensure-Pet-Safety>