

Dogness Expands into Protective Cold Weather Pet Apparel; Helping Pets Fight Cold Weather in EU

PLANO, Texas, Jan. 5, 2023 /PRNewswire/ -- Dogness (International) Corporation ("Dogness" or the "Company") (NASDAQ: DOGZ), a developer and manufacturer of a comprehensive line of Dogness-branded, OEM/ODM and private label pet products, today announced an expansion into protective cold weather pet apparel. The first shipment was made to answer the urgent call from one of the Company's German based customers, which previously purchased Dogness products, including collars and leashes. The elevated utility price in the EU is making this winter especially difficult for pets and pet owners.

Every year dozens of pet deaths are reported and even more rescues occur despite awareness of the dangers presented by cold weather to our furry friends. Just like humans, dogs can develop hypothermia, difficulty breathing, heart rate slowing and potential death. Dogs with both short and thick coats are susceptible to the perilous conditions, as pets normally kept inside are not accustomed to longer-term exposure to the cold. Each breed handles the cold in its own unique way, with leg length and weight among many factors. Salt and other commonly used chemical de-icers also pose a serious problem to sensitive areas, like the pads on the bottom of a dog's foot.

Silong Chen, Chairman and Chief Executive Officer of Dogness, commented, "We are proud to be expanding into the cold weather pet apparel segment. Nothing is sadder than the loss of a loved pet that could have been prevented. It is normal to see a pet's thick coat and think it is ok to brave cold temperatures. We would never think of going out for a walk in a bathing suit in the snow, and we shouldn't let our pets suffer on their winter walks either. Just like humans, dogs need protection. Our team applied the same level of urgency and innovation to developing our pet apparel as we do with all Dogness products. We used high-tech fabrics and a sleek design, to provide stylish comfort and protection from the cold. We are excited to have already made our first shipment into Europe, which is traditionally colder and more problematic for pets. We believe there is a significant opportunity to expand our cold weather pet apparel line, with the goal of helping pet owners keep their loved ones safe and stylish, while also allowing them to enjoy the cold weather and snow they love."

Dogness has built an integrated sales platform across all channels, with major customers including Petco, PetSmart, Costco Wholesale Corporation, Xiuhu, 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.

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. 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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