

## **Dogness Puts Focus on Pet Safety with Donation to Operation Kindness**

PLANO, Texas, May 10, 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, is putting the focus on pet safety with a donation to Operation Kindness, a no-kill shelter, during the annual Rock Stars Adoption Event on May 13<sup>th</sup> at the shelter's Carrollton, Texas location. This marks the Company's latest initiative to help improve the quality of life of pets by sharing innovations it has developed in health, exercise and safety. This is the first time Dogness has partnered with Operation Kindness. The initial donation will consist of high-quality Dogness pet products, including collars, leashes and high-strength car safety restraints for dogs.

Dogs are curious by nature and excited by new adventures. Just like pet owners, they react differently to new experiences and surroundings with many becoming anxious and agitated. This can create unsafe distractions and thereby put owners and pets in harm's way.

The high-quality Dogness pet products are purpose built for safety. For instance, the easy-to-use Dogness high-strength safety restraint helps pet owners provide a safer travel experience to their beloved pets and reduces distractions while driving, improves stability, protects against falling out a window and limits excessive movements in a vehicle during travel. The one-size fits all Dogness Seat Belt Restraint easily attaches to most standard seat-belts, and then clips onto the dog's collar or harness.

Silong Chen, Chairman and Chief Executive Officer of Dogness, commented, "We admire the work of Operation Kindness and are very impressed with what it has accomplished, as a No-Kill Animal Shelter. In discussing ways to support their efforts, safety kept coming up as an overlooked but critical issue. We all love dogs and enjoy their company even on road trips and out for a walk. But we can make these a safer experience for pets and owners, while still giving dogs freedom in a controlled space. Our goal is to make this the first step in a long-term relationship with Operation Kindness, as we work to support their important programs and the pets they help."

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](#), [Lowes.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.

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