

Dogness Showcases Smart Pet Products at CES 2018

DONGGUAN, China, Jan. 22, 2018 (GLOBE NEWSWIRE) -- Dogness (International) Corporation (NASDAQ:DOGZ) ("Dogness" or the "Company"), a leading developer and manufacturer of pet products, including leashes, accessories, and collars and harnesses that incorporate smart technology in China, showcased its smart pet products at the 2018 International Consumer Electronics Show ("CES") in Las Vegas on January 9-12, 2018 .



Several Dogness staff members pose at the Dogness booth at CES 2018



Dogness LED leashes on display at CES 2018



Staff demonstrating the Dogness H2 Smart Harness at CES 2018

Mr. Silong Chen, CEO of Dogness, who led the Dogness team at CES, commented, "We were excited by the level of enthusiasm in our smart pet solutions at CES 2018 and the safety and functionality they offer to pet owners worldwide. Our staff was kept busy the entire day explaining, demonstrating, and connecting with potential customers and fellow pet lovers."

Dogness's smart collar and smart harness lead the industry by integrating in-demand features including location tracking, safety zone set-up, voice communication, activity monitoring, calorie tracking, and remote LED light activation, all controlled through the Dogness app. Furthermore, the app allows pet owners to access the pet Internet of things by connecting to a broader social, living, and commerce network.

Mr. Chen continued, "It was great to be able to take this first step in creating visibility for our technology and smart products to a global audience, and we are ready to support global demand with servers already deployed in North America, Europe and Asia. While we intend to continue investing in our well-received traditional pet products, such as nylon and leather collars, retractable leashes, and gift suspenders, we aim to grow our smart technology know-how and product offerings with the end goal of building a smart pet ecosystem supported by a pet IoT platform driven by big data."

The Company received its first smart collar and smart harness orders late last year.

About Dogness

Dogness (International) Corporation was born in 2003 from the belief that pet dogs and cats are important, well-loved family members. Through its products – traditional and smart collars and harnesses, traditional and retractable leashes, gift suspenders, and other accessories – Dogness is able to make pet ownership easier, more scientific, and more fun. 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 100 patents and patents pending. Dogness products reach families worldwide through global chain stores and distributors.

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 our ability to raise capital on any particular terms, fluctuations in earnings, fluctuations in foreign exchange rates, our ability to manage growth, 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, demand for and our ability to satisfy such demand for our products, 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.

Contacts:

ICR, Inc.

Jiayi Fan

Tel: +86-10-6583-7526

Email: ir@dognesspet.com

Rose Zu

Tel: +1-646-588-0383

Email: ir@dognesspet.com

Photos accompanying this announcement are available at:

<http://www.globenewswire.com/NewsRoom/AttachmentNg/9848a718-f730-4760-80a2-49b57592092d>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/8858a594-a45f-4340-be1c-aba78c4066a3>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/3e1e2802-ed65-4904-9e2b-c1d26e3ac162>

Dogness (International) Corporation

<https://ir.dogness.com/News-Releases?item=18>