

Dogness Announces Grand Opening of U.S. Office

DONGGUAN, China, Nov. 19, 2018 (GLOBE NEWSWIRE) -- Dogness (International) Corporation (NASDAQ: DOGZ) ("Dogness" or the "Company"), a leading developer and manufacturer of pet products, including traditional pet products and smart pet ecosystem products, today announced the grand opening of its U.S. office in Plano, Texas. The office will serve as the headquarters of its U.S.-based, wholly owned subsidiary Dogness Group LLC and as the research and development center for the Company's pet health and wellness products.



Dogness employees and representatives from the Plano Chamber of Commerce held a ribbon-cutting ceremony to mark the grand opening of the office.



The Dogness Smart iPet Robot on display at the new office's reception desk.

Mr. Silong Chen, Chairman and CEO of Dogness, stated, "We are excited to open our new office in Plano. Exports account for roughly half of our sales for our traditional product line and the United States is one of our focus markets for our smart pet ecosystem products, so it has been a key strategy to open a base to serve clients and drive new sales internationally."

"In addition," continued Mr. Chen, "I am pleased to announce that Dogness is entering the pet health and wellness market to better care for our four-legged friends. The science-based approach to pet health is mature in the U.S., so our base in Texas makes for an ideal location to house our R&D center for pet health and wellness. The R&D center will be led by Dr. Frank L. Jin, who holds a PhD degree in animal nutrition and has rich industry experience at leading companies such as Elanco/Eli Lilly, Chr. Hansen Inc. and Cargill. His expertise in animal nutrition and health will be a great asset to us as we further develop our

animal health and wellness products.”

The new office has capacity for 40 employees, who will focus on customer service, sales, and product research and development.

“Plano is a vibrant community and an ideal location for our U.S. headquarters, with its central location and a high concentration of technology companies to support our growth goals. With a local team focused on expanding our customer base, providing superior service, and supplementing our product development capabilities, we will be in a strong position to capture the growth opportunities in the \$60+ billion U.S. pet industry and further our international expansion strategy,” concluded Mr. Chen.

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 smart products, hygiene products, health and wellness products, and leash products, Dogness is able to simplify pet lifestyles, make them more scientific, and enhance 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 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 the Company’s future growth prospects are forward-looking statements regarding the Company’s 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 the success of entry into any new market or operating from a new office, the Company’s ability to raise capital on any particular terms, fluctuations in earnings, fluctuations in foreign exchange rates, the Company’s ability to manage growth, the Company’s ability to attract and retain highly skilled professionals, client concentration, industry segment concentration, reduced demand for technology in the Company’s key focus areas, interaction between the Company’s smart products and the technology on which they rely and with which they interact, the Company’s ability to successfully complete and integrate potential acquisitions, and unauthorized use of the Company’s intellectual property and general economic conditions affecting the Company’s industry. Additional risks that could affect the Company’s future operating results are more fully described in the Company’s 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 the Company’s reports to shareholders. In addition, please note that any forward-looking statements contained herein are based on assumptions that the Company 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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Photos accompanying this announcement are available at:

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