

Dogness Well Received by Prominent Media at CES 2019

DONGGUAN, China, Jan. 15, 2019 (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, was well received by the media during the 2019 International Consumer Electronics Show (CES) in Las Vegas on January 8-11, 2019.



Dogness's Smart Retractable Leash on display at CES 2019



The Dogness booth attracted visitors throughout the day

Throughout the event, professionals of different specializations, such as distributors, user experience professionals, and the media, experienced Dogness's smart products. Wired, the American technology magazine, called Dogness's Smart Retractable Leash one of the "coolest stuff we've seen so far" at CES and BFM TV, the most-watched news network in France, listed Dogness's Smart iPet Robot among the "most surprising products" of CES 2019. Design Week, the design-focused online magazine based in the UK, noted Dogness in its CES 2019 report "top tech trends from this year's show" for bringing smart home technology to pets. CNN Business noted Dogness's smart collar in its CES 2019 roundup "the gadgets of the future know everything wrong with you right now."

"We are proud of the enthusiastic response to our products," commented Mr. Silong Chen, Chairman and CEO of Dogness. "We not only displayed the integration of the Internet of Things but also showed how focusing on user pain points can result in innovative and aesthetic solutions. We are also seeing large chain stores more actively looking to start or expand their smart

pet product offerings, and we are therefore optimistic that our smart pet ecosystem products will benefit our long-term sustainable growth. To fulfill this demand, we will continue to focus on designing creative products that optimize functionality and provide new solutions to simplify pet lifestyles.”

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 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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