

Dogness International Corporation Announces Expansion into Online Target Stores

DALLAS, Texas, Nov. 06, 2020 (GLOBE NEWSWIRE) -- Dogness International Corporation ("Dogness" or the "Company") (NASDAQ: DOGZ), a developer and manufacturer of pet products, including smart pet products, pet care products, and collar and leash products, today announced the U.S. distribution of its smart pet products into online Target stores.

Available for purchase on [Target.com](https://www.target.com) are Dogness's Smart Cam Feeders, App feeders, Programmable auto feeders, Smart Water Fountains (1L, 2L, and 3.2L) and Smart Cam Treaters, and in an assortment of colors. Together with Dogness's existing presence, Dogness is growing to become a leading smart pet product provider.

"We are proud to be one of Target's initial partners to help build up their pet tech category. Becoming a vendor for [target.com](https://www.target.com) allows us to make a lasting, positive impact on the U.S. market, which continues to be a key area of growth for Dogness as we execute our strategy for global growth," said Mr. Aaron (Silong) Chen, Chairman and Chief Executive Officer of Dogness. "We are pleased to provide more American pet caregivers access to our industry-leading pet tech to simplify pet lifestyles. A major initiative for our business in the coming months is to expand access to our innovative products among major pet and smart home retailers in addition to our existing channels. In doing so, we believe Dogness can reach more and more pet families with products that reflect our craftsmanship and innovation, while simultaneously improving our financial performance and creating long-lasting value for our shareholders."

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, pet care products, and collar 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 200 patents and patents pending. Dogness products reach families worldwide through global chain stores and distributors. For more information, please visit: www.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 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 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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