

## **Dogness Expands Sales Activities at Costco Wholesale Corporation**

DONGGUAN, China, Nov. 19, 2020 (GLOBE NEWSWIRE) -- Dogness International Corporation ("Dogness" or the "Company") (NASDAQ: DOGZ), a developer and manufacturer of a comprehensive line of Dogness-branded, OEM and private label pet products, announced an expansion of its sales activities at Costco Wholesale Corporation ("Costco"), with both in-store and online special events to promote the high quality, Dogness smart pet product line.

Silong Chen, Chairman and Chief Executive Officer of Dogness, commented, "Costco embodies our commitment to innovation, product excellence and to providing customers with value and happiness. As one of the world's most dominant retailers - both online and in its warehouse clubs - securing an expanded presence at Costco can significantly enhance our brand awareness and meaningfully drive sales. We have been active in the greater Dallas region, where our U.S. operations are headquartered, and now plan to expand to Costco online in 1Q 2021. This will put us in front of an estimated 40 million members with new promotional opportunities to help drive sales of our smart pet product line. We are also on track to expand our in-store special events to two additional warehouse clubs in December, with a goal of expanding into more warehouse clubs in the first half of 2021. We have a unique position as one of, if not the only, smart pet product lines being made available to Costco's members, which is a testament to the high-quality, innovative and durable pet products Dogness is known for."

### **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 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 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](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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