

Dogness Appoints New National Sales Director

Andy Alfaro Brings Over 30 Years of Experience to Strengthen Dogness' Sales Capabilities and Reach

PLANO, Texas, Dec. 17, 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, today announced the appointment of Andy Alfaro as a national sales director. Mr. Alfaro brings over thirty years of experience in sales to Dogness.

Mr. Alfaro is an accomplished, results-driven sales professional within the Consumer Electronics and Consumer Products product channels. His proven success managing national and regional retail, wholesale and E-Commerce accounts includes Best Buy, Amazon, Wal-Mart, Sam's Club, JCPenney, Shop HQ, Michaels, Home Depot, 7-11, Synnex, Superior and Petra.

Silong Chen, Chairman and Chief Executive Officer of Dogness, commented, "Andy brings decades of experience in retail and wholesale channel sales, with an impressive track record across all sales cycle phases. He is another solid addition to our team as we invest in our innovation, marketing and sales. We are focused on executing our growth strategy and accelerating our business, as we enrich pet lifestyles and pet ownership."

Andy Alfaro, Dogness National Sales Director, said, "I am excited to join Dogness and leverage my extensive sales experience, relationships and channel insight. There is a heightened interest in technologies and the next generation of innovative pet products. Dogness is positioned to directly benefit given its attractive product line, pet-tech leadership, strong existing customer relationships and product road map. I am thrilled to be part of the team that is fundamentally improving the way owners care for and interact with their beloved pets."

About Dogness

Dogness (International) Corporation was founded 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.

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 lingering effects of the Covid-19 pandemic on our customers' businesses, our ability to raise capital on any particular terms, fulfillment of customer orders, 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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Source: Dogness (International) Corporation

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