



IMMEDIATE RELEASE

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NEW PRODUCT TO SET THE BENCHMARK FOR DOG SOCKS

Woodrow Wear's Power Paws Advanced will be the only reinforced toe dog sock on the market

San Jose, CA – July 8, 2013 – When you think of words like quality and durability many things come to mind – but do you think of dog socks? Woodrow Wear wants to change the way you think about dog socks with their **new line of reinforced toe socks called Power Paws Advanced**. Designed with a more durable toe area, Power Paws Advanced will be the only reinforced toe dog sock on the market. Dogs who suffer from neurological disorders, long toe nails, and other conditions involving the toes will now find relief with this new product. Power Paws Advanced will be made with the same quality cotton/elastic blend as Woodrow Wear's Power Paws, but the new line will contain that extra reinforcement at the toe **to help dogs power their way through the day**. Woodrow Wear's **Power Paws Advanced will make its debut the week of July 20** at the AVMA (American Veterinary Medical Association) Conference in Chicago, and Super Zoo – The National Show for Pet Retailers in Las Vegas. Power Paws Advanced will be available in our most popular colors and sizes and will retail for \$24.95 for a set of four socks.

"I created this new line of socks out of the direct requests from my customers," said Lorraine Walston, Lead Dog at Woodrow Wear. "I think Power Paws Advanced is a natural step forward for my products, and it will provide that extra relief and comfort many dogs need."

Woodrow Wear will now carry three versions of their popular Power Paws products: Power Paws Advanced, Power Paws for Greyhounds or hare footed breeds, and original Power Paws which fits most dogs. Currently Power Paws original comes in eight different sizes (XXS-XXXL), and 11 color/designs choices. Power Paws for Greyhounds comes in four different sizes and is designed for dogs with longer foot pads or any hare footed dogs. All Woodrow Wear's Power Paw products are available on our website at www.woodrowwear.com or by calling 1.877.737.3545.

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About Woodrow Wear

Woodrow Wear was created by Lorraine Walston who watched her beloved Rottweiler, Woodrow, struggle to stand as he suffered with hip dysplasia and arthritis. Created in 2009 in his honor, Woodrow Wear Power Paws is a sock-based traction solution with many functions. Woodrow Wear's Power Paw socks are made with a quality cotton/elastic combination to fit perfectly, and provide comfort and adaptability. Indoors they are ideal for dogs who suffer from medical problems or an injured paw; outdoors they protect against allergens, heat, cold and rugged terrain. Over 80,000 dogs in 39 countries currently use and love Woodrow Wear's Power Paws. Socks come 11 color/design choices and eight different sizes (XXS-XXXL) designed to fit Chihuahuas to larger breeds like Great Danes, Bull Mastiffs and St. Bernard's. For more information please visit our website at www.woodrowwear.com or online on [Facebook](https://www.facebook.com/woodrowwear) or [Twitter](https://twitter.com/woodrowwear).