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UP COUNTRY CONTINUES TO DEMONSTRATE THAT THEY'RE ON TREND, FUN, AND PACKED WITH PERSONALITY WITH THEIR NEW 2020 COLLECTIONS

Having a pet should be a celebration, and Up Country salutes the playful bond between an owner and their pet by giving them fun, fashionable and festive choices that truly sit up and stand out.

PROVIDENCE, R.I. (February 25, 2020) – What do pirates, llamas, beer and avocados have in common? They're all part of the new 2020 Collection from Up Country now on display at the GLOBAL PET EXPO, Booth #4101, from February 25-27, in Orlando, Florida! For over 35 years, Up Country has been on trend with their fun, celebratory dog collars, leads and harnesses that are packed with personality and Made in the USA with love. Up Country's NEW 2020 Collection includes military support with their Canine Camo line featuring the five branches of the military, a whimsical spirit with their new Mojave collection and Birthday Box, two new Decorative Pillows that celebrate the often humorous bond between a dog and their owner, and new apparel that puts safety on par with quality, and gives one's pet a fashionable hug.

"Every year when I come back to Global Pet Expo, I'm amazed to see how the industry has evolved since I started Up Country back in 1984," shared Alice Nichols, Founder. "Moreover, I'm proud of the fact that Up Country continues to be relevant, innovative, and true to our core principle of making high quality products that last. My dog, Minnie, constantly reminds me how important it is to treat our pets with kindness and care, as well as celebrate their amazing personalities with fun designs. We're aptly named Up Country because they are always 'up' for anything, and so are we."

The NEW 2020 Collection includes:

NEW! 2020 Collar Collection – Made in the USA

- 14 new designs including: Sealife, Red Gingham, Crab, Gordon Plaid, Shark, Rainbow Fleet, Navy Shamrock, Colorful Stripe, Lime Gingham, Champagne, Pirate, Daffodil, Birthday Gift, and Green Market: Teal/Yellow.
- Up Country's fun and fashionable collars, leads, and harnesses come in a wide variety of lengths and in three widths. Ribbon collars are built to last, and have been thoughtfully designed for a lifetime of love. All collar and lead hardware are cast solid brass for extra strength, and the buckles are Coast Guard approved for high weight hold. And should Fido decide to square off with Pepé Le Pew, they are quick and easy to clean too! Machine wash cold, air dry.
- Available now. MSRPs: collars \$23.00; matching leads \$22.00 - \$23.00; double-sided leads \$34.00; harnesses \$30.00 - \$35.00; also available in martingale style.

NEW! 2020 Mojave Collection – Made in the USA

- Up Country's new Mojave Collection is inspired by a desert, west coast vibe. Included in the collection are: Sedona, Beer (because let's face it, you're going to get thirsty in the desert), Tapestry Floral, Llama, Avocado, and Teal/Yellow Dot. Each collar, lead, and harness come in a wide variety of lengths and in two widths. Ribbon collars are built to last, and have been thoughtfully designed for a lifetime of love. All collar and lead hardware are cast solid brass for extra strength, and the buckles are Coast Guard approved for

high weight hold. And should your pup get stuck on a Joshua Tree or become dirty dog dusty on the trails, the collection is machine washable.

- Available now. MSRPs: collars \$23.00; matching leads \$22.00 - \$24.00; double-sided leads \$34.00; harnesses \$30.00 - \$35.00; also available in martingale style.

NEW! Canine Camo Collection – Made in the USA

- The new Canine Camo Collection was created by Up Country as a way to thank members of the military for their service! Product features the camo pattern and name of the 5 U.S. military branches: Air Force, Army, Coast Guard, Marines, and Navy. Most importantly, 20% of sales from each item sold is donated to Dogs on Deployment (DOD). DOD is a national, non-profit providing a central network for military members to find volunteers willing to board their pets during deployment or other service commitments. Their mission is to give military members peace of mind concerning their pets during this time, as no pet should ever be surrendered to a shelter due to a military commitment. Find out more about DOD at www.dogsondeployment.com.
- Available now: collars in sizes XS-XXL; leads in 4' and 6' lengths – all in varying widths. MSRPs: collars \$23.00; matching leads \$22.00 - \$34.00; harnesses \$30.00 - \$35.00; also available in martingale style.

NEW! Birthday Box – WEBSITE EXCLUSIVE

- Up Country's Birthday Box is the perfect "treat" to celebrate your pup's big day! Whether it's their adoptiversary or birthday, our box is filled with delectable goodies and gifts to help your furbaby celebrate in style. It also makes a great present for family and friends' pets! Includes an adorable birthday card along with 9 gifts: healthy and delicious treats, fun toys and accessories, a festive birthday collar, and dog-safe cake mix!
- Available now: collars XS-XL; choice of blue or pink color scheme. MSRP \$49.95

NEW! Reflective Jacket

- Up Country's stylish jacket is practical too! Keep your dog safe and looking adorable in any weather. Reflective Jacket has an attractive plaid side that reverses to a full coverage reflective side! Also includes a harness patch for attaching a leash, hook and loop closures, and two functional pockets for treats, keys, doggie bags, and more. So, go ahead and take a hike to your favorite lake - and get reflective! Machine washable.
- Available now: 8 sizes (8 – 24). MSRPs: \$36.00 - \$38.00

NEW! Orange Field Coat

- Get noticed during woodland walks in this cozy coat from Up Country! Orange outer with reflective details and an oh so cozy, plaid lining. Be smart and stylish in this highly visible color combination while enjoying the outdoors! Also includes a harness patch for attaching a leash, hook and loop closures, and two functional pockets for treats, keys, doggie bags, and more. "Orange" you glad you found this jacket? We are! Machine washable.
- Available now: 8 sizes (8 – 28). MSRPs: \$46.00 - \$54.00

NEW! Basketweave Floral Sweaters

- "Flowers are like friends; they bring color to your world." – Unknown And guess what? So do dogs! Up Country created these beautiful Basketweave Floral Sweaters to celebrate the sunshine and love your dog gives you every day. These hand knit sweaters are adorned with knitted flowers around the neck, and are the perfect fashion accessory for spring! Available in pink, black, and green.
- Available now: sizes XS-XL. MSRP: \$36.00

NEW! Decorative Pillows – Made in the USA

- You're going to need a bigger couch! Up Country's Decorative Pillow Collection includes two new pillows for the wine and pet lover in all of us. Because let's face it, they make the best listeners, no? Each pillow features printed cotton canvas on the front with a solid, luxurious coordinating fabric on the back. For indoor use only. Zip off cover for spot cleaning. 20" x 20"
- Available now in: "It's not drinking alone if the cat is home." "It's not drinking alone if the dog is home."
MSRP: \$42.00

For pet retailers and media attending the Global Pet Expo, please be sure to visit Up Country at booth #4101 to see these cheery new offerings in person! Additionally, Up Country will be launching a new website in 2020 with more robust retailer and media sections. In the interim, to browse Up Country's entire product offering and to learn more about its philanthropic efforts, please visit www.upcountryinc.com.

About Up Country, Inc.

Up Country is an industry leader in the pet accessories business manufacturing high quality products such as collars, leashes, apparel, treats, pet beds, harnesses, and more at their East Providence, Rhode Island headquarters. With a majority of their products Made in the U.S.A., their 35-year commitment has been to create the right products for dogs and cats that not only look beautiful but are also made to last. Up Country gives back to their community by donating a free collar and leash to any dog or cat adopted from their local RIPSCA, in addition to their many other philanthropic endeavors. Up Country products are sold in leading independent, chain, and online retailers, as well as on their own website. Learn more by visiting www.upcountryinc.com or call 800-541-5909 for more information. Please also visit them on [Facebook](#), [Twitter](#) and [Instagram](#) under @upcountrypet (FB) @upcountryinc and @adoptiontails (all other).

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