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PET AND WEB 2.0 NEWS: How a Popular Internet Pooch (“Yuki” the white boxer) Led to the Start of Two New Businesses: Pawparazzo.Com (Pet Photography) and Fauxpawprints.Com (Custom Pet Art)

(LAKE OSWEGO, Oregon)—April 22, 2009—When Lake Oswego resident and Southern California native Lori Smith first created an online profile for her white boxer dog “Yuki” (Japanese for “blessing; snow”) she had no idea her pup’s picture would evolve into a popular e-commerce product. Today— more than four years later and hundreds of T-shirts, coffee mugs and other merchandise bearing Yuki’s face sold via CafePress.com and e-Bay— Smith is announcing the launch of two Oregon-based businesses: Fauxpawprints.com and Pawparazzo.com. Through these sites, pet owners can enjoy seeing images of their own pets in high-quality photos or through custom artwork.

FauxPawPrints.com

Fauxpawprints.com (<http://www.fauxpawprints.com>) is an e-commerce site catering to a global audience. Pet owners can send in photos of their pets and Smith, with her background in film / television advertising and her “Hollywood eye,” will turn these photos into works of art via graphic design. Beloved pets from all over the world can appear in one of several neoclassic styles—the traditional painted look, pop-art, fantasy or simple backgrounds and, exclusive to Fauxpawprints.com, the vintage crate label.

“The name Fauxpawprints,” Smith says, “was inspired by my initial style, which was mimicking watercolor or painted effects. “I also really like creating faux finishes in the home, so the name stuck. Customers can choose from a variety of options for their custom artwork: museum-quality Giclee prints on stretched canvas or on fine art paper.

“We will also save all of our customers’ digital images in our files forever, so they can easily contact us later to order any of the extra goodies they might like such as cards, photos, calendars, totes, photobooks, etc.,” Smith

says. “There is a fantastic assortment of really fun items that I think people will love to see their pets image printed on.”

Prices for canvas or fine art prints range from \$100 to \$550 depending on the artwork style, format and size. For more information, please visit <http://www.fauxpawprints.com>

Pawparazzo.com

Based in one of the most dog-centric cities in all of America, according to Forbes.com, Pawparazzo.com caters to Oregonians in and around Portland while welcoming pet owners from any area who happen to be visiting.

Specializing in creative and journalistic style pet photography, Smith, who started photographing at the age of 16, says she focuses on window-light photography because she believes “they capture a magnificent, truly introspective look into the soul of your companion animal.” A passionate dog-owner herself, Smith will also accompany any dog owner on a usual activity—whether it’s an afternoon at the park, lounging on the couch or jogging at the beach—to chronicle, through pictures, time with your four-legged loved one. Pawparazzo is not just limited to dogs, catering to cat, birds or horse owners as well. To learn more, visit <http://www.pawparazzo.com>

About Yuki, the Mascot

Yuki is a five-year-old boxer whose popularity rating on Dogster.com—a social-networking site for pooches and their owners—stands at the No. 3 site favorite position out of more than a quarter-million dogs. In 2007, this charismatic boxer’s photo appeared in a full-page article in U.K.’s New Woman magazine relating to dogs and Web 2.0.

Upon entering Smith’s life more than five years ago, the grateful owner learned Yuki was born the same day Cleo, Smith’s beloved first boxer of 11 years, passed away. “It was meant to be,” Smith says. Yuki has appeared in an independent movie recently released on DVD, and also appears in a number of homegrown videos, which can be seen on her own YouTube and MySpace profiles.

About Lori Smith

Lori Smith caught the shutterbug at the age of 16 and studied photography extensively in college. After mastering

traditional black and white developing and printing techniques, Lori moved into advertising and into the digital world of the Mac, which changed her life and career.

As an entertainment copywriter / producer at three of Hollywood's most prominent boutique advertising agencies, Lori has written trailers and advertising copy for more than 300 motion picture titles and DVD releases for nearly every studio in Hollywood, as well as branding, promos and TV / radio spots for ABC Network Primetime Television, CBS Network Television, TNT, Columbia Pictures Television Distribution, among others. Her diverse photo/graphics skills have been honed in years of graphic production departments and design studios, and she continues to freelance today.

When Lori relocated to Lake Oswego, she reconnected with her first passion—combining her love of animals with her quest for the perfect portrait. Lori is an avid animal proponent and has remained active in fostering and rescuing over the years.

To schedule an interview with Lori Smith or Yuki or request high-resolution photos, please contact 503-568-4497.

To learn more, visit:

<http://www.dogster.com/dogs/2552>

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=116902113>

<http://www.youtube.com/watch?v=T3ANyKufgyQ>