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**Dingolope Ready for Summer Fun 'Outside the Fence'
New Bag Idea Produced by Ballard Dog Lovers**

Ballard, WA- People in the Northwest love their dogs. They often take them along on physically demanding outdoor adventures and the need for specialized pet products has expanded with the terrain. Waylon is a handsome three year old salt and pepper faced Blue Healer, heavy on the Dingo, who lives in Ballard. He can often be seen sitting in the front seat of his owner Oakley Carlson's jeep, ready and rarin' to go. From this mutual love of the outdoors came Carlson's invention of the Dingo-Dog-Duffel™ which allows him and fiancée Brenda Reed to easily tote all the supplies and toys Waylon needs for a day of adventures.

"I developed this bag because I couldn't believe it wasn't already made," offered Carlson. "Now I am committed to bring unique, quality dog gear to the public."

Carlson is an unlikely manufacturer. A background in construction and concrete work did not set him up for product development, but with Reed, who manages The Acorn Eatery, they moved forward with faith in their product. They knew it filled a need for other active dog families who wanted to include the same back pack basics, food and water, for their dogs as they would for themselves. Many people told them it was a like a 'diaper bag' for dogs- all the necessities, ready to go. But the technical details and specific functionality led Carlson to apply for and receive a Patent Pending for the Dingo-Dog-Duffel.

Calling the company 'Dingolope' after Waylon, (read the humorous "Legend" on their web site: www.dingolope.com), they created a working prototype, found a local pattern maker and sewing contractor. They also hired a local agency to help them design an overall Brand identity, web site and product support items including the distinct orange oval patch and helpful hang tag.

"Oakley and Brenda came through our door very focused, and very tan," laughed Gillian Zed, owner of The Product Rocket, a Ballard based agency specializing in introducing new products into the marketplace. "They had logo sketches, they had fabric swatches and they exemplify the outdoor lifestyle. They also had a very unique and utilitarian- and therefore very saleable- product. We are excited to be part of launching it."

Dingolope's premiere product is the Dingo-Dog-Duffel, which holds all the essentials for a walk or an adventure. The bag is made in the USA using a machine washable water-sealed nylon, and high quality, stainless nickel and PVC hardware ready to stand up to the real outdoors. Food and water bowls detach for use and include drawstring closures. Other features include an exterior zipped pocket, easy to reach waste bag dispenser that holds full rolls and outer shock ties for sticks, toys or towels.

Fremont's fun specialty pet store *Petapoluza* opened early 2007 and was the first to offer the new bag. Owners Amanda and Nick like to support other small businesses and value innovative products for their pet-loving customers. "The Dingo-Dog-Duffel sells to the active outdoor folks, especially those with multiple dogs," shared Amanda, "They like the convenience of a bag that holds everything they need for dogs on the go."

This month Dingolope products also roll into *Urban Beast*, near the REI downtown and 14 *Mud Bay Granary* stores. Complete with waste bags and other goodies, the Dingo Dog Duffel™ comes in assorted colors and retails around \$65.

High Photos/Images/ attached in zip file:

- Dingo Dog Duffels in assorted colors
- Waylon, Oakley and Brenda take a walk
- The Dingolope logo
- More info at: www.dingolope.com