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FOR IMMEDIATE RELEASE

JoDog Safety Innovations Certified as Women's Business Enterprise

The California Public Utilities Commission (CPUC) has certified JoDog Sport, Inc. to be a Women's Business Enterprise (WBE).

Reno, NV, February 7, 2011

JoDog Sport, Inc., dba JoDog Safety Innovations, has been certified by the Supplier Clearinghouse for the Utility Supplier Diversity Program of the California Public Utilities Commission to be a Women's Business Enterprise.

A WBE (Women's Business Enterprise) is an independent business concern that is at least 51% owned and controlled by one or more women who are U.S. citizens or Legal Resident Aliens, and whose management and daily operation is controlled by one or more of the women owners.

Being certified as a WBE means that a business concern has gone through a rigorous and stringent certification process that confirms the business is owned, managed, and controlled by a woman or women.

About JoDog Safety Innovations:

JoDog Safety Innovations (JSI) is a product development and safety solution company founded in 2005 in Reno, NV. JSI markets and sells a number of load, road, and site safety products. In addition, JSI provides safety training services and certifications that promote the safest working environment possible. JSI's goal is to help create safer and more productive workplaces while reducing bottom line costs.

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