



GSA Award GS-3-F-0020V
WBE, DBE, SDBE, HubZone
DUNS #605054712
NAICS Codes 336399,423120, 561621,541690
Cage 49XM5

FOR IMMEDIATE RELEASE

JoDog Sports, Inc. Doing Business As JoDog Safety Innovations

To more accurately reflect their professional capabilities, JoDog Sports, Inc. is now doing business as JoDog Safety Innovations (JSI).

Reno, NV, February 1, 2011

JoDog Sports, Inc. has created JoDog Safety Innovations (JSI) as a division in order to better represent and market JoDog's safety products and services.

JoDog Sports, Inc. started off developing and marketing the XTend-A-Step telescoping trailer hitch step for trucks and SUVs. JoDog has since expanded into a company that brings to market unique work safety products and offers comprehensive safety training and services.

Jodie Andersen, President/CEO of JoDog Sports, Inc., explains, "Along with the new name, JoDog Safety Innovations will be rebranding itself as a workplace safety solution company."

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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