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PET HEAD BY BED HEAD DEBUTS A LINE OF APPAREL AND ACCESSORIES FOR DOGS

New York, NY (February 14, 2008) – Pet Head, a new brand, licensed to Skaffles LLC by TIGI/Bed Head, introduces a line of apparel and accessories “only for cool dogs!” Four distinct looks have been created to totally style any canine no matter the occasion. Bright colors, trendsetting designs and embellished trims give these styles a unique flare. The Bed Head line has transcended into a funky, fresh line for all four legged trendsetters!

Four looks, which include apparel, beds, carriers and other accessories, have been developed so all pups can always be on the cutting edge. The collections include:

- **City Soul**—Bright bold colors, prints and patterns will give your pooch a downtown vibe
- **Punk Princess**—Pink and black are where punk pop meets rock royalty
- **Biker**—Faux leather, animal prints, rhinestones and metal studs are perfect for a hot rod hound
- **Grungy Pop**—Checkers, herringbone and plaid give this hipster pup an edgy style

“The design concept for Pet Head was simple,” said Steven Shweky, President of Pet Head. “We created quality, colorful clothing for cool dogs with cool owners.”

About Pet Head

Pet Head, a new line licensed to Skaffles LLC by Bed Head/TIGI, is a full service line of grooming products, apparel and accessories for “cool dogs only!” Bed Head/TIGI (www.tigihaircare.com) is a full range of products to do with as you please. Bed Head/TIGI is known internationally for its funky and innovative hair care products, packaging and logo that boasts a “come as you are” attitude. With its “Feel confident. Be yourself. Create your own lifestyle” motto, Bed Head/TIGI is one of the most popular lines of lifestyle hair care products in the world. Now with Pet Head, the charisma and quality of Bed Head/TIGI products is available to canine fashionistas everywhere.

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