

PRESS RELEASE

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Central Park Pushcarts Offer Creature Comforts Featuring Latka's Delicious
Doggie Treats

NEW YORK, NY - May 7, 2004 /Send2Press Newswire/ -- Latka's Delicious Doggie Treats, a premium brand of wholesome, all natural dog biscuits, is pleased to announce their dog treats are now being sold via pushcarts throughout New York City's world famous Central Park.

(Photo: www.de-licioustreats.com/poochcart)

"Every dog has its day, and now Central Park hounds will have theirs!" said Beth Goldberg, owner of Latka's Treats LLC. "No bones about it, park pushcarts are no longer just for delicious hot dogs now they're for 'real dogs,' too!"

Since public parks serve as city dogs' backyards, having healthy dog snacks available for purchase is sure to get tails wagging. And hot dog concessionaires are leading the pack selling Latka's Delicious Doggie Treats via their Central Park carts.

Pushcarts offer Latka's Treats for dogs of all sizes, including: snack packs filled with mini bite-sized treats, and 7-inch big bite bone-shaped biscuits, ideal for dogs with larger appetites. Made from human grade ingredients, the treats are individually wrapped and make convenient snacks for dogs on the go.

"We are delighted to make our biscuits available to Central Park dogs," said Goldberg. "Latka's Treats are truly a breed apart! And with thousands of dogs visiting the park every week, all natural biscuits are an ideal product to offer our four-footed friends."

New Yorkers are known for pampering their pets, and they are in good company. According to 2003 American Pet Products Manufacturers Association's (APPMA) statistics: United States pet owners will spend an estimated \$31 billion on their animals this year. And with APPMA figures stating one in four U.S. households have a dog, New York City can count an estimated 1.5 million canine citizens.

Selling Latka's Delicious Doggie Treats in Central Park presents an exciting opportunity for everyone involved. Tapping the "park pooch" niche gives park pushcarts an opportunity to expand their customer base. Offering biscuits in dog-friendly Central Park makes canines and their human companions feel welcome and wanted. And distribution throughout park pushcarts gives Latka's Treats a unique way to introduce their fast growing brand to the millions of residents and tourists who visit Central Park each year.

Latka's Delicious Doggie Treats is committed to doing well by doing good. Though the brand is just over a year old, Latka's Treats regularly makes in-kind and cash donations to help raise funds and awareness for numerous animal organizations. Latka's Treats regularly supports canine park groups such as Central Park PAWS and FLORAL (Friends & Lovers of Riverside Area Life), as well as animal welfare organizations such as Dogswalk Against Cancer, Animal Haven, Stray from the Heart, Broadway Barks and the Humane Society of New York.

For more information on Latka's Treats, call 212-873-2383 or visit www.delicioustreats.com.

About Latka's Treats

Founded in 2003, Latka's Treats, LLC is a New York City based all natural dog biscuit business. Made with care, one at a time, Latka's Delicious Doggie Treats are baked with human grade ingredients and contain no sugar, dairy, preservatives, coloring or additives. Latka's Treats are available in 8 and 16 oz. bags, as well as in 1 oz. snack packs; 4 oz. tote boxes and an assortment of individually wrapped big bite biscuits. Latka's Treats are also offered in treat-filled bone-shaped wicker gift baskets, whimsical take-out boxes and country-style gingham gift bags. For holidays such as Valentine's Day, Easter, Halloween, Chanukah and Christmas, Latka's Treats offers charming holiday-themed shapes and gift packaging. In addition to Central Park pushcarts, Latka's Delicious Doggie Treats are sold through select retailers and directly to consumers via the official web site.

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