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World's Recognized Leader of Canine Aquatics Competitions Partners with Streaming Service DOGZ

ANCHORAGE, Alaska — The Iditarod is in the process of spinning out its Insider Network into a new channel, DOGZ that will provide thought-leading content and entertainment for all facets of dog owners and fans. As part of this plan, DOGZ is announcing its purchase of the leading canine aquatics event producer, DockDogs® based in Medina, Ohio.

For nearly 20 years DockDogs® has been producing fun-filled events for dogs and their handlers including the disciplines of Big Air; a long jump for Dogs, Speed Retrieve®; an Olympic-like sprint, swim, retrieve, for dogs, and Extreme Vertical®; a high jump for dogs along with other events. DockDogs® events combine the popularity of dogs in general and canine aquatics jumping events specifically that captivate audiences via 250 events a year.

“This acquisition will enhance the entire DockDogs® experience, for the community and its canine fun” said DockDogs® CEO Grant Reeves. “Our content will now be available on demand via the DOGZ channel and the exposure to the 4 million Iditarod fans around the world will drive participation for our, affiliates, host and venue partners.”

DOGZ, LLC, is a direct-to-consumer streaming channel that will feature content to be enjoyed by the 62 million dog owners in the U.S. and across North America. DOGZ content will include shows such as “The Dog Whisperer,” ask the vet, dog training 911, dogs in the Kitchen, which dog for you, and a DOGZ film festival. With the purchase of DockDogs®, all the related disciplines and the high energy sport of Dueling Dogs® will also be added to the DOGZ streaming lineup.

“Watching dogs compete by running down the dock, jumping high into the and landing in water all while and catching and retrieving things are insanely great for spectators but also pure joy for dogs and the DockDog’s events are a clear leader in enabling love of dogs and family fun,” said DOGZ CEO Rob Urbach. “This acquisition allows us to partner with the leading canine competition series that already has an engaged fanbase to further the creation of our direct-to-consumer subscription channel for dog owners and dog lovers. They will be able to find dog care tips, events and entertainment, all in one place – it’s like Netflix for all things dogs.”

DOGZ will also feature the content of years of Iditarod Trail Sled Dog Race coverage. The Iditarod’s 24-hour live streaming service Iditarod Insider will be available on DOGZ. This content



will migrate from the primarily single purpose of race coverage during the two weeks of the Iditarod to being available on a full-time on-demand channel.

South Carolina based investment banking firm Charles Towne Holdings acted as an advisor to DOGZ on the acquisition of DockDogs®.

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