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New Scientific Study Adds to Evidence Showing Thundershirt as Effective Solution for Dog Anxiety *Popular Pet Product Used by Veterinarians and Animal Trainers to Calm Anxious Dog*

DURHAM, N.C., September 12, 2011 – Thundershirt™, a leading anxiety-reducing product that applies constant, gentle pressure to a dog's torso creating a dramatic calming effect for most dogs, demonstrates effectiveness in reducing noise anxiety, according to a scientific abstract presented at the 2011 CanCog Conference on Behavior, Cognition and Aging in Companion Animals in Toronto in August. The complete study is expected to be published in a scientific journal in 2012.

Conducted by CanCog Technologies, a leader in the investigation of canine behavior and cognition sciences, and overseen by Dr. Gary Landsberg, D.V.M., a leading veterinary behaviorist, the study investigated the effectiveness of Thundershirt to reduce anxiety for dogs in a simulated thunderstorm environment.

A group of ten dogs were examined under four different indices of anxiety: observed anxiety behaviors, time spent in a "hide" box, serum cortisol levels and heart rates.

- The overall observed anxiety scores and likelihood of entering the "hide" box revealed significant improvements in the thunderstorm test when using a Thundershirt.
- The observed anxiety scores were improved for the subjects both before and during the thunderstorm stimuli, indicating Thundershirt has a general calming effect regardless of environment.
- The likelihood of the subject entering the "hide" box was reduced by 50 percent for dogs wearing a Thundershirt.
- Serum cortisol and heart rate measures showed a blunted response when using a Thundershirt for dogs that were previously exposed to the thunderstorm test without the Thundershirt.

"The improvement in observed anxiety ratings and the significant reduction in use of the 'hide' box are both very good indicators that Thundershirt helps to reduce stress in a thunderstorm environment," said Dr. Gary Landsberg. "The cortisol and heart rate results were also interesting. It

appears possible that the Thundershirt's calming effect increases over time with increased familiarity with the product or when used to reduce anxiety in recurrent situations."

"Having helped many tens of thousands of dogs over the past two years, we know what Thundershirt's gentle, constant pressure can do for most dogs if they are anxious or fearful," said Phil Blizzard, founder of Thundershirt. "Through these scientific studies, we are excited to be learning more about the specific physiological responses to better understand how best to use Thundershirts."

For more information regarding the study or to interview an executive from Thundershirt or Dr. Gary Landsberg, please contact Frances Fawcett at Frances.fawcett@fleishman.com or 919-457-0750.

About Thundershirt™

Founded in 2009 in Durham, N.C., Thundershirt's mission is to bring relief to the millions of dogs and dog owners struggling to cope with dog anxieties. In its first two years, Thundershirt has helped many tens of thousands of dogs across the country and around the world. The company also donates thousands of Thundershirts and funding to rescue groups and shelters to help these organizations manage their dogs' anxieties and find permanent homes. Thundershirts are sold online at www.thundershirt.com and by retail stores, veterinarians, trainers and kennels across the U.S.

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