

Press Release

FOR IMMEDIATE RELEASE

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PupnPak – The Revolutionary New Way to Carry Your Doggy Take Out

Belleville, NJ, June 30, 2005 – Hit Designs has introduced the *PupnPak* on-the-go dog feeder, giving new meaning to the term doggie bag. The innovative design easily converts from a bag to 2 bowls, for easy access to food or water. Now owners can easily store and transport their dogs' food, water and treats all in the same stylish bag. It's great for any activity away from home with your dog. This cool, hip, bone-shaped design is a fabulous way for the fashion savy pet owner to carry Fido's take out.

The name *PupnPak* came about because it's a pak for your pup. So grab your pup, get your pak, and you're off for the day! *PupnPak* makes it easier to take your dog with you for day trips, on hikes, to the parks, boating, fun at the beach, or visiting friends for the day. The bags are made of water repellent, strong and sturdy nylon fabric. They come in black with highlights of either pink or blue.

“Before I would leave home my hands used to be full, now I put a bottle of water in one side of my *PupnPak* and food in the other side, with some room left for a toy or leash. Zip it all up, throw it over my shoulder and I'm done. When I reach my destination I unzip it, unfold it and there's everything I need for the day with my dog,” said Raquel Bonassisa, owner of Hit Designs the maker of PupnPak.

The idea for the product came out of the need to find an easy way to go out for the day with all of the essentials for Raquels' dog Mimi, her little Yorkshire Terrier. She was always looking for containers to hold her dogs' food and water, plus an extra 2 bowls to put it in later. Being a designer, she used her creativity to design something to make her life easier, but it also had to be functional and cool, so she made it into the shape of a bone. It took several prototypes, but the finished product produced responses of; “Wow where did you get that bag”?

The *PupnPak* is affordable, functional and a very hip bag. It makes a great gift for yourself or friends. Donations from sales are going to Canine Companions for Independence to help train service dogs for people with disabilities.

For information, photos, and online ordering, visit the company website at: www.PupnPak.com

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Raquel Bonassisa, the owner of Hit Designs and creator of the PupnPak has a long history as a successful graphic designer and manager. A graduate of Parsons School of Design in New York City, she worked as a graphic designer on such Broadway Hits as The Lion King, Chicago, Fosse and Wait Untill Dark. Her career includes working at Miramax films where she conceptually created advertising for films like “She’s All That”, The Faculty, Existenz, and foreign releases. As for many September 11th had her re-evaluate life and start her own business, Hit Designs a graphic design and advertising studio in Northern NJ.