PRESS RELEASE
CONTACT: Barbara Marino
bmarino@mgpc.net 800.4574570

MRS. GROSSMAN'S 'POUF!' REMOVES PESKY PET HAIR WITH EASE AND STYLE!

Mrs. Grossman's and Guide Dogs for the Blind Team Up to Introduce Pouf! The Chic Way to Remove Pet Hair from Clothes and Upholstery

PETALUMA, CA, - October 2008 – Mrs. Grossman's, the dog-friendly company that encourages canine companionship at work, is introducing POUF! (Pat Off Unwanted Fur!) These cleverly designed, playing card-size adhesive sheets remove pet hair and fuzz from clothes, upholstery and car seats. POUF! turns a pet hair removal device into a whimsical fashion accessory by showcasing six different designs featuring playful, colorful pets and a much-loved Guide Dog.

"We wanted to create something practical and portable with strong design appeal," says Andrea Grossman, founder and president of Mrs. Grossman's, the company that pioneered the decorative sticker industry almost three decades ago. "We made POUF! small enough to toss in your purse or briefcase but big enough so just a few pats removes dog hair off your clothes."

Andrea Grossman got the idea for POUF! many years ago explaining, "My dogs have always come to work with me and I was constantly covered in dog hair. I started using some of our stickers to remove it and discovered they worked like a charm. POUF! looks like a little work of art – but it's a work of art that works!"

Mrs. Grossman's is donating a portion of the net proceeds from each purchase of POUF! to Guide Dogs for the Blind.

"We are excited about our partnership with Mrs. Grossman's and are delighted to work with a company that understands our mission," says Nancy Gardner, president and CEO of Guide Dogs for the Blind. "Andrea was a volunteer here for many years and is continuing her support by incorporating Guide Dog designs in the company's latest product, POUF!"

POUF! is available in six different pet-friendly designs:

?Guide Dogs
? Chubby Dogs
? Shaggy Dogs
?Neighborhood Dogs
? Dogs Life
? Classic Cats

Each package contains twenty 3 ½ " x 4 ½" adhesive sheets - suggested retail is $3.99. POUF! is MADE in the USA at Mrs. Grossman's sticker factory in Petaluma, Calif. Available at local craft and specialty stores or shop online at mrsgrossmans.com.

About Mrs. Grossman's

Mrs. Grossman's pioneered the decorative sticker industry in 1979 and is considered the leader in the field. Recognized worldwide for the quality and variety of their designs, Mrs. Grossman's stickers are legendary for inspiring and promoting creativity at every age level. Beginning with a single red heart, the company currently offers more than 700 different stickers and sticker-related products.

Environmentally and socially responsible, Mrs. Grossman's hires and celebrates the skills of developmentally challenged adults, encourages employees to bring their dogs to work and has won the prestigious 2006 and 2007 Pacific Gas & Electric award for outstanding strides in energy conservation. Offering the only Sticker Factory Tour in the country, Mrs. Grossman's prints more than 15,000 miles of stickers each year, enough to circle half the globe.

About Guide Dogs for the Blind

Established in 1942, *Guide Dogs for the Blind* provides enhanced mobility and quality of life to people who are blind through lifetime partnerships with Guide Dogs. This non-profit organization, headquartered in San Rafael, Calif., is the largest school of its kind and has produced more than 11,000 partnerships across the United States and Canada.

Services are provided free-of-charge to those it serves, and relies entirely on private donations. Please visit guidedogs.com or toll free 800.295.4050 for additional information.

###