



**FOR IMMEDIATE RELEASE**

## **BARRA GWYNN ENTERPRISES AND LARZ PET GEAR ANNOUNCE NEW BUSINESS COLLABORATION**

**Yorba Linda, Calif. – April 25, 2007** – Barra Gwynn Enterprises (BGE), a leading consultancy offering expert strategic planning, technical insight, operations perfection, leadership training and executive coaching to transitioning businesses, today announced a new collaboration with Larz Pet Gear, a La Jolla, Calif.-based provider of revolutionary healthy, humane and pain-free restraint, control and training products for dogs, effective April 2, 2007.

The collaboration Aiken introduces provides the essential strategic vision, experience and oversight to help propel the historically family-owned Larz Pet Gear name and products to achieve household name recognition. This endeavor also introduces Larz Pet Gear products to interested investors seeking to greatly expand their market share or to break into the multi-billion dollar pet supplies market.

Since more than one million+ dog owners are currently using high-end luxury dog products, today more than ever, they are seeking products that benefit their canine family members. In the area of pet restraints, the introduction of a truly effective line of pain-free restraint, control, and training products will revolutionize this industry. By providing highly effective control and aiding in successful training, Larz Pet Gear products offer the only line of products that avoids the injuries caused by other restraint products. As a result of Aiken's expertise in organization process improvement, change management and technology implementation, Larz Pet Gear customers will have real options in the care of their pets on a far broader scale.

"This venture is extremely rewarding to me both professionally and personally, and has a very special connotation to me," said BGE principal Mo Aiken. "With the BGE logo depicting an Irish wolfhound epitomizing the hunter of problems and provider of solutions, I am delighted with the opportunity of working with Larz Pet Gear. Given my background in dog breeding and showing, I've personally used their products for a number of years and have become a strong advocate," Aiken concluded.

"Our collaboration with Mo Aiken will result in tremendous benefits to the investor and to dog owners in the U.S. and worldwide," said Larz Pet Gear spokesperson. "We selected Mo Aiken primarily based on his genuine enthusiasm for the product line, his years of experience in the business world, his commitment to the health of dogs, and his proven honesty and integrity. Mo will be instrumental in helping Larz market our restraint products to the dog owners and serve dogs that so desperately need them."

### **About Barra Gwynn Enterprises**

An operations and strategic planning consultancy, Barra Gwynn Enterprises' founder and principal Mo Aiken delivers technical insight, leadership consulting and executive coaching to transitioning businesses seeking improved productivity, efficiency, and bottom-line profitability. A thirty-five-year veteran and skilled communicator, Aiken effectively interacts with all organization levels to successfully integrate key business functions and best practices for profitable problem resolution. Barra Gwynn Enterprises was founded in 1992 by Mo Aiken. For more information please call (714) 961-0413 or visit: [www.barragwynn.com](http://www.barragwynn.com).

### **About Larz Pet Gear**

La Jolla, Calif.-based Larz Pet Gear markets custom designed dog leashes, harnesses and collars that help pet owners train and restrain without pain. Preventing common injuries caused by dog restraints, Larz products offer revolutionary control of dogs without causing pain or injury. The Company offers the only healthy, control, training, and behavior-altering choice for pet owners who care about their animal companions. Today Larz Pet Gear offers five leash sizes including hands-free sport belts and unique harnesses that enable every pet owner regardless of size, age, physical condition or gender to walk any dog despite their size, strength or behavior. For more information visit [www.larzpetgear.com](http://www.larzpetgear.com), email [infor@larzpetgear.com](mailto:infor@larzpetgear.com), or call (619) 876-3837.

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