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**BOW WOW BOOTCAMP JOINS NBC 11 AT LIVING WELL 2006 EXPO
SEPTEMBER 9-10-2006 BOOTH #902**

Two-Day Celebration of Healthy Bay Area Lifestyles Free Health Screenings, Activities, Food Tastings and Demonstrations

Los Gatos, Ca—September 9, 2006— Bow Wow Bootcamp announced today that they will be joining NBC11 and Telemundo 48 at the Living Well 2006, the second annual celebration of the Bay Area's healthy lifestyle on September 9 and 10 at San Jose McEnery Convention Center. This free event brings together health and lifestyle professionals, fun activities, cooking demonstrations, non-profit organizations and vital medical screenings. At the event, Bow Wow will be offering health and fitness advice as well as training tips to Bay Area dog lovers.

Bow Wow Bootcamp, the first veterinary recommended, Fitness Program created by a top fitness trainer to simultaneously provide a great fitness workout for pooches and their pet humans alike. If you and/or your dog need to lose weight or tone up, Bow Wow Bootcamp created two audio programs as well as live training and phone fitness coaching that are guaranteed to get a “four paw” review from your favorite furry friend!

“Healthy Living is a priority today and the Living Well Expo is a showcase for that lifestyle,” said Kelly O’Neil , CEO of Bow Wow Bootcamp. “The mission of the expo is synergistic with that of Bow Wow Bootcamp which is to bring awareness to people and their pets about health and fitness. We encourage everyone to get outside and get fit!”

Visit Bow Wow Bootcamp at Booth Number 902 in the Pet Pavilion at the Living Expo.

About Bow Wow Bootcamp

Founded in 2006 by Kelly O’Neil and Michelle Van Otten, BOW WOW BOOTCAMP Is the first veterinary-recommended, fitness program in the country that simultaneously provides a safe and strategic fitness workout for pooches and their pet humans alike. Bow Wow Bootcamp provides self-guided audio CDs and MP3s, Live Training Classes and Phone Fitness Coaching to dog enthusiasts. For more information or to order product, please visit www.bowwowbootcamp.com.

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