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NEWS RELEASE

MODA Licensing Announces License Deal for Client -- AMERICA'S VETDOGS® for Dog Toys & Accessories



(New York, NY – June 28, 2010) America's VetDogs® -- The Veteran's K-9 Corps® is proud to announce it has secured Vo-Toys, Inc., a multi-generational, nationally recognized manufacturer of companion animal pet supplies to develop a program under the American VetDogs license for toys made of durable rubber, rugged nylon, stuffed plush toys, vinyl and canvas. Additionally, Vo-Toys, Inc. will be creating a line of transitional summer items of and including flotation vests,

flotation toys, t-shirts, harnesses, grooming (nail clippers, brushes, and combs), ID tags, feeding bowls, travel accessories and a full line of pet containment merchandise. America's VetDogs® licensed products by Vo-Toys will launch fourth quarter 2010. The license was initiated and finalized by MODA Licensing, Inc.

The targeted channels of distribution are: pet specialty, mass retailers, supermarkets, farm and Ag stores, military PX's, direct mail and e-commerce. According to Michelle Alfandari, President/CEO of MODA, "The notion that consumers can purchase the highest quality dog products while supporting America's military heroes is a differentiator that will resonate with all dog owners including members of the military, veterans, their families and friends. A portion of the proceeds from the sale of America's VetDogs® products will go back to America's VetDogs® to help raise, train and match service dogs to our American heroes at no charge to the soldier."

Alfandari continues, "The packaging will tell the story. The America's VetDogs® brand is a credible and authoritative one coming from the pre-eminent non-profit organization dedicated to providing service and therapy dogs to American Veterans and active personnel with wide ranging needs from post traumatic symptoms to loss of limbs. America's VetDogs® grew out of the Guide Dog Foundation and are experts in breeding, raising and training dogs, so the extension to dog products is a natural one. This expertise combined with the reputation of Vo-Toys for high quality, creative and well priced dog toys and accessories is a major win for retailers and consumers. The

America's VetDogs® brand will drive traffic and call consumers to action while the product performance will ensure a loyal consumer."

Gary Hirschberg, Executive Vice President of Vo-Toys states, "We are delighted to be developing the America's VetDogs® brand to our product line of leading, high-quality dog toys and accessories. We were searching for the correct, cause-related license to develop. The fact that we can contribute to the noble effort of providing service dogs to our military heroes is an honor that fits right in with our company's objectives and mission. We are committed to a long term and rewarding relationship with America's VetDogs®."

Jeff Bressler, EVP America's VetDogs® said, "We are pleased to partner with Vo-Toys and will use our resources to support and engage the consumer including social media to ensure that the VetDogs® experience is a dynamic and successful one for retailers and consumers."

"We are excited to add Vo-Toys to the America's VetDogs® family of products, joining Bil-Jac, our licensee for America's VetDogs® Dog Treats," said Scott Todd, SVP Business Development at MODA. Other targeted products include: Crates & Kennels, Dog Food, Chews, Biscuits, Flea & Tick, Leashes & Leads, Collars, Training, Publishing and more.

About America's VetDogs®

VetDogs is a Nonprofit Organization that was founded by the Guide Dog Foundation for the Blind, Inc. (est. 1946). VetDogs helps those who have served or are currently serving our country honorably to live with dignity and independence whether they are visually impaired or have other special needs, by providing guide dogs, assistance dogs, therapy dogs and innovative technologies.

About Vo-Toys, Inc.

Vo-Toys, Inc. is nearing the beginning of its sixth decade in the companion animal pet products business. They are world renowned for creating the most complete and finest line of pet toys and accessories. The focus of the company is to provide the highest quality and most unique assortment of products in the categories in which they are a core provider. These include cat and catnip toys, vinyl and latex dog toys, rubber dog toys, plush and fleece dog toys, pet apparel and pet travel items, grooming tools, rawhide dog chews and feeding bowls. No company in the United States can rival their depth and breadth, competitive price points and styling.

About MODA Licensing, Inc.

A global licensing agency established in 1988, MODA is a leader in using licensing to add value and build businesses from brands, trademarks and technology across diverse industries and retail channels. Headquartered in NYC with Global Associates worldwide, MODA offers a full range of services including consulting. Proven methodology has resulted in enduring and profitable brand extensions for clients (Fortune 500, non-profits, sports events, publishing and hospitality), delivering incremental revenue, protecting intellectual property and enhancing core business.

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