



Thepuppychannel.com Has A Lot More Bite

Parent CHANNEMALS LLC Adds Social Community, New Partner, Technology, "Best-Of-Breed" Videos

Clearwater, FL – Aug. 5, 2009 --- CHANNEMALS LLC (CHN), parent to thepuppychannel.com, has deployed first-round funding to add new talent and technology, and to design a far more technically robust site including a "localize-able" social community of pet-lovers and new video sources.

Using investment received in four successive quarters, an expanded strategic plan for CHN's pet-centric, multi-platform media networks was prepared with new partner Scott Carmichael --- an industry leader and one of the architects of successful businesses such as *JibJab.com*, *ElfYourself/StarringYou*, and *Getback.com*. Carmichael also has developed web presences and applications for major media conglomerates AOL, *The New York Times* and Cablevision.

In step with the "Dog Days of August," The Puppy Channel[®], CHN's flagship network, now offers three kinds of video:

- [curated videos](#) found to be the most entertaining in weekly searches of the web, which it considers to be the "Best-Of-Breed" in online puppy media;
- [premium content](#) video produced by experienced professionals;
- and user-generated content ([UGC](#)).

Complementing its entertainment mission, CHN has augmented its technological capacity to facilitate conversations among pet market brands and pet-lovers. "[Social Puppy](#)" is a community within *thepuppychannel.com* where users can become friends, post videos, photos and stories about their pets, and develop their own localized social network. Leveraging technology provided by Ning, "Social Puppy" also complements The Puppy Channel's presence in leading social networks. As content accumulates, this community will become organized into local networks of pet-lovers, specific breeds, videographers, rescuers and service organizations, among others that members will populate.

"Our networks are moving into the expanding space where multimedia entertainment concepts capitalize on new Internet technology," Dan FitzSimons, CHN's CEO, said. "Scott Carmichael's media skills will help us develop conversations between brands and their prospective consumers, and test and measure results of our core apps."

The site's enhanced technology offers UGC upload capabilities from [Endavo Media](#) to enhance the user's experience. [Endavo Media's Internet TV Platform](#) powers media management and distribution, and allows pet

brands to connect with the audience through banner and video ads, as well as sponsored segments and personal players.

Themed features (such as Halloween, the holiday season, major events, etc) will also appear, along with photos and stories. Exclusive premium content is provided by professionals who have worked on, among other hits, *The Puppy Bowl* (viewed by 8 million in 2009), *The World's Ugliest Dogs* and *Divine Canines*.

CHANNEMALS LLC is based in Clearwater, Florida. Dan FitzSimons has created and produced video, audio, and printed communication for national and international organizations that generated over a billion dollars in revenues.

If you would like more information, or to schedule an interview with Dan FitzSimons or Scott Carmichael, please call Will Wellons at 407.339.0879 or 407.462.2718, or email will@wellonscommunications.com.

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