



ONLINE RETAILER URBAN PUP IS TO PARTNER SKY TELEVISION'S NEW SHOW, A DIFFERENT BREED.

THE SHOW PREMIERES ON WEDNESDAY 6TH APRIL ON SKY 1 HD and SKY 1.

The makers of the whirlwind success show, Pineapple Dance Studios have created A Different Breed as the worlds first dogumentary exploring the fascinating, madcap world of mans best friend. Urban Pup (www.urbanpup.com) the exciting dog fashion specialist is to be an official partner. Featuring dog groomers, doggy dancers, dog walkers, security minders and crche runners to name a few, A Different Breed reveals the incredible love people have for their dogs. It is insightful, funny, moving and entertaining and sure to have dog lovers everywhere hooked from episode one. Urban Pup Managing Director Denis Kelly said, We are delighted to be asked to host the A Different Breed competition as official partners. To celebrate we want to know if your dog is a potential star. Just as Cheryl Cole is the face of Loreal, we are looking for a cute pooch to be the face of Urban Pup for a year and for the owner two tickets for Legally Blonde the Musical combined an overnight stay in a five star West End hotel along with a Champagne dinner for two. If you think your dog has model potential, enter online on the A Different Breed facebook page. UrbanPup.com is an online retailerspecialising in high fashion outfits and accessories for dogs. UrbanPup.com provides the fashion conscious with stylish unrivalled couture for pets. The range provides all the clothing and accessories that a dog would ever need from stylish coats and pretty dresses to stunning lead and collar sets. Each piece of clothing has been personally selected based on its design, quality and overall fashion appeal.ENDS

Notes for Editors: for more information / cut out images / press samples contact:

Denis Kelly, email: denis.kelly@urbanpup.com or tel: +44 (0) 2895 812107.

Press samples are free and delivered next day if requested before 3pm GMT. Login to our site to check out the range modeled by some Urban Pup pets and their owners at www.urbanpup.com/press (login: Press; Password: kelly123).

You can see UrbanPup.com clothing and accessories featured in the London theatre productions of The Wizard of Oz on the character, Toto and in Legally Blonde on the character, Bruiser the chihuahua.

For information about A Different Breed, go to: www.sky1.sky.com/pineapple-creators-announce-a-different-breed.

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