



For Immediate Release:

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Pendleton and Carolina Pet Collaborate on Luxury Lifestyle Pet Collection

The Pendleton Pet Collection Launches with National Parks Theme

PORTLAND, Ore. – January 22, 2015 - Pendleton Woolen Mills headquartered in Portland, Oregon, a globally celebrated American lifestyle brand, announces a partnership with Carolina Pet, maker of premium pet accessories. The Pendleton Pet collection will offer the company's unique designs as part of a quality pet assortment.

"We see this relationship as an opportunity to connect with our loyal consumers and new consumers, in a different way," said C.M. (Mort) Bishop III, Pendleton President. "Pendleton's exclusive patterns teamed with the innovative product designs of Carolina Pet will provide pet owners with a quality, lifestyle experience."

Debuting in February 2015, the Pendleton Pet collection will include an assortment of beds, collars, leads and jackets, in Pendleton's colorful stripes, chosen to represent the character of ten famous U.S. National Parks; Acadia, Badlands, Crater Lake, Grand Canyon, Great Smoky Mountains, Rainier, Rocky Mountain, Yellowstone, Yosemite and Glacier, designs selected from Pendleton's *National Parks Blanket Collection*.



"Carolina Pet welcomes the opportunity to collaborate with Pendleton on this exciting assortment of affordable, luxury pet products. We understand the desire of pet owners for products that complement and accessorize with their home interiors," said Penny Stolfe, Partner of Carolina Pet.

Future collections will feature the stripe pattern of early Camp Blankets and a unique assortment, the *Heritage Collection*, which pays tribute to Pendleton's best known, iconic patterns. Both additional offerings will feature a coordinated product selection from pet beds to accessories.

The Pendleton Pet collection will be available at nationally distributed consumer home and lifestyle catalogs, major outdoor stores, and at Pendleton direct-to-consumer catalogs and website; pendleton-usa.com.

About Pendleton Setting the standard for classic American style, Pendleton is a lifestyle brand recognized as symbol of American heritage, authenticity and craftsmanship. With six generations of family ownership since 1863, the company recently celebrated 150 years of weaving fabrics in the Pacific Northwest. Known for fabric innovation, Pendleton owns and operates two of American's remaining woolen mills, constantly updating them with state-of-the-art looms and eco-friendly technology. Inspired by its heritage, the company designs and produces apparel for men and women, blankets, home décor, and gifts. Pendleton is available through select retailers in the U.S., Canada, Europe, Japan, Korea and Australia; Pendleton stores; company catalogs; and direct-to-consumer channels including the Pendleton website, <http://www.pendleton-usa.com>.

About Carolina Pet **Carolina Pet** is a leader in the premium pet-products category. Recognizing the strong emotional ties between pets and their owners, **Carolina Pet** focuses around fashionable products that are easy to care for, comfortable, and affordable. The service side features a 48-hour drop ship program, along with an extensive range of product options, plus a variety of personalization choices that includes custom designs. Aging pets are not forgotten with a selection of comfort beds that include memory foam, orthopedic foam and moisture barriers, along with a commitment to ongoing research and product development. At **Carolina Pet** keeping man's best friends happy, healthy and comfortable is top priority.

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