

FOR IMMEDIATE RELEASE

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> CHAIRMAN'S REPORT

> -- Responsible Breeders Part of a Long Tradition of Presidential Pets --

> New York, NY - Yesterday, America finally got their first peek at the
> Obama family settling in with their new AKC-Registered Portuguese Water
> Dog, Amigo's New Hope, affectionately known as "Bo." Since the first
> mention of a potential "first" dog many months ago, the Obamas have taken
> the time to research the right breed for their family, to learn how to be
> responsible dog owners and to obtain a dog through a reputable breeder who
> is a member of the AKC parent club, The Portuguese Water Dog Club of
> America.

> So far, the Obama family is setting a wonderful example for the American
> public. But Bo's path to the White House also perfectly illustrates the
> actions of reputable breeders. Art and Martha Stern of Boyd, Texas have
> represented breeders well throughout the blitz of media coverage. They
> have reported that Bo spent a few months in another DC area home where the
> older PWD did not appreciate his presence. Thus the Sterns welcomed the
> pup back to their kennel and rehomed the literal "lucky dog" with the
> Obamas. Martha Stern told the PetConnection.com blog "...the Portuguese
> Water Dog Club of America, that we belong to, requires that their breeders
> take back their dogs if for any reason, any reason at all, the people
> can't care for the dog. That's what responsible breeders do, always."

> Well said, Martha. But now that Bo has finally arrived, the public can
> still learn a lot more about responsible dog ownership from the Obamas'
> experience. They are not only a First Family but also first-time dog
> owners with the eyes of the world upon them and they need to prepare Bo
> for his high-profile life in Washington with plenty of training.

> Many PWD experts predict that this lively dog will head straight for
> Michelle's organic vegetable garden for a snack or to the South Lawn
> fountain for some water games as he most likely won't be doing the breed's
> historical job of retrieving broken nets for fisherman, diving for fish
> and swimming messages between ships. As an athletic and energetic working
> breed, he will need vigorous exercise everyday, and like all puppies,
> training and socialization. A good start includes enrolling their new pup
> in AKC's S.T.A.R. Puppy Program. This new program is designed to get
> owners and their puppies off to a good start in life by teaching basic
> training skills and providing puppy- raising information.

> After all, he has big paw prints to fill. He will be the latest in a long
> line of AKC-Registered presidential pets -- from the most recent White
> House residents Barney and Miss Beazley to FDR's Fala, all Scottish
> Terriers. Other AKC-Registered first dogs include Clinton's Chocolate Lab

> Buddy, Ford's Golden Retriever Liberty, Reagan's Bouvier Des Flanders
> Lucky, Bush's English Springer Spaniel Millie (and Millie's daughter Spot)
> as well as Nixon's Cocker Spaniel Checkers and Eisenhower's Weimaraner
> Heidi, among others.

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> The AKC wishes the Obamas and Bo the best of luck in their new life
> together at 1600 Pennsylvania Avenue. We'd be happy to host Sasha and
> Malia here at the AKC as they transfer Bo's papers into their name as his
> proud new owners and we look forward to welcoming the entire family into
> the wonderful world of pet ownership.

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> For continued coverage of the First Dog please visit
> www.presidentialpup.com

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> Sincerely,

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> Ron Menaker
> Chairman

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> The American Kennel Club (AKC) proudly celebrates its 125th Anniversary in
> 2009. Since 1884 the not-for-profit organization has maintained the
> largest registry of purebred dogs in the world, and today its rules govern
> more than 20,000 canine competitions each year. The AKC is dedicated to
> upholding the integrity of its registry, promoting the sport of purebred
> dogs and breeding for type and function. Along with its nearly 5,000
> licensed and member clubs and its affiliated organizations, the AKC
> advocates for the purebred dog as a family companion, advances canine
> health and well-being, works to protect the rights of all dog owners and
> promotes responsible dog ownership. Affiliate AKC organizations include
> the AKC Humane Fund, AKC Canine Health Foundation, AKC Companion Animal
> Recovery and the AKC Museum of the Dog. For more information, visit
> www.akc.org.

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