

## Snoop Dogg Takes Hip Hop to the Dogs

Written by Robert ID3118

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Seems the hip hop iconic 'Doggfather', Snoop Dogg, says about his new pet products line, "Go get some quick, dogg-gone-it! "Cuz Snoop Dogg said so. Bow Wow!"

Jakks Pacific, Inc. has announced that its new line of Snoop Dogg branded pet products, named after the hip hop artist, is expected to be available for pre-order on Amazon.com on November 21st, to coincide with the release of the highly anticipated new release from the hip hop Doggfather Snoop Dogg, Tha Blue Carpet Treatment.

The Snoop Dogg pet line, marketed by JAKKS' JPI Pets division, features dog toys, apparel and accessories inspired by the iconic hip hop Doggfather himself, including items featuring a sound chip that plays signature Snoop Dogg phrases.

"We are very pleased to team-up with Amazon.com to launch a pre-order for our JPI Pets' Snoop Dogg line of dog toys and apparel to coincide with the excitement surrounding his new CD," said Tony Lawlor, Senior Vice President of Marketing, JPI Pets. "Amazon.com is already a Snoop Dogg destination for shoppers. The late November pre-order offer of our dog toys and apparel will enable Snoop Dogg fans to buy the items before they hit other mass retailers in Spring 2007."

The first assortment in the Snoop Dogg line-up includes a DJ Headset, Boom Box, Dogg Bone and Football, all of which are double stitched and made from durable plush and ballistic fabrics for safe and fun play for dogs. From a Boom Box and Doberman Plush Toy that play bona fide sound clips of Snoop Dogg himself, to a Canvas Bone with a squeaker, Snoop Dogg toys keep dogs and their hip hop loving owners grooving together.

The Snoop Dogg clothing assortment from JPI Pets launching on Amazon.com personifies the iconic rapper's style with a hip hop and urban feel. Styles in the first assortment include a Snoop Dogg doggie Basketball Jersey, animal print Faux Fur Coat and a Doggfather Hoodie Sweatshirt. All dog apparel are available in a variety of sizes from extra small to extra large, creating a walking fashion statement for fans of the Hip Hop legend and their dogs.

Seems hip hop has truly gone to the dogs.

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