



March 11, 2015

FOR IMMEDIATE RELEASE

**CONTACT: Peggy Malarik
Human Resources
Happy Howie's, Inc.
(313) 537-7200**

Happy Howie's Wins MEDC's Pure Michigan Business Connect Contest "2014 Making It in Michigan"!

DETROIT – October 2014, Happy Howie's entered the Michigan Economic Development Corporation (MEDC) Pure Michigan Business Connect Contest "Making it in Michigan" with the entry form essay of 500 words or less explaining why we feel Michigan has helped our company grow and prosper.

Admittedly it was very difficult for owner, David Collado, to describe Michigan's help with the abundance of resources that have helped Happy Howie's grow in less than 500 words! Great features such as Michigan Web Account Manager (MIWAM) and Michigan Business One Stop, has allowed Happy Howie's to spend more time focusing on what we do best—making the world's best dog treats right here in Detroit.

"Being in the state of Michigan has had a priceless influence on the company right from the beginning. The early adopters of our vision were the countless men and women who own small retailers of pet supplies located throughout Michigan. In the middle of the recession, they objected to taking any risk by adding new and untested products. However, these retailers were open to the idea of adding the dog treats of a Michigan startup to their store's offering because they were passionate about restoring Michigan's economy. Their faith paid off. Today, Happy Howie's is one of the best selling dog treats in Michigan and, thanks to all the dog owners in the state, Michigan alone accounts for 10% of all our sales..." said the company's President, David Collado, CPA.

As winners, Happy Howie's won an iPad Air, a 2–3 minute promotional video of our company and its Michigan experience, along with a sponsored content article published with MLive Media Group:

"... As the winner of the recent Making It In Michigan Contest, which was conducted on behalf of Pure Michigan Business Connect, Happy Howie's, located in Detroit, was

started to make the world's greatest dog treats with all natural ingredients and mouth-watering flavors your dog will love. So what makes these treats stand out from any other treats on the shelves? They are made without any corn, wheat, soy, artificial flavors, artificial colors, or artificial preservatives. Instead, they include ingredients like real beef, turkey, lamb, and more. They are made the same way jerky is made for people to consume, too, and smell like real savory meats, not artificially flavored dough. They are the highest quality and absolutely safe for your pet..." wrote Laura Neiser.

Read more from MLIVE:

http://blog.mlive.com/sponsored/2014/12/happy_howies_natural_dog_treat.html

###