



November 28, 2018

FOR IMMEDIATE RELEASE

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Happy Howie's, Inc. Wins The Capital One® Power of 2 Contest

DETROIT – Happy Howie's, Inc. has been named the first-place winner of The Power of 2 contest sponsored by Capital One Spark Business. The grand prize is a \$50,000 check made payable to Happy Howie's Inc. The money will help the company further its mission of making healthy all-natural dog treats by improving its factory and developing its team.

In telling the Happy Howie's story to Capital One, David Collado, Happy Howie's President said: "Happy Howie's makes delicious all-natural dog treats that excite dogs. Our deli-style treats are in the USA with US-sourced ingredients and no corn, wheat, nitrates or artificial ingredients. From humble beginnings in Detroit, Michigan, in 2007 we have grown into a nationwide brand supplying treats to over 4,000 pet food retailers across the country in just a few years. We thank our Capital One Spark Card for a big part of this success. The power of 2 has helped us become leader of the pack. As a one of the fastest growing companies in the pet industry, we have had to reinvest every penny possible. Capital One's unlimited 2 percent cash back helps us put money back into the business. Money that we have used to invest in developing our team, adding more equipment, and making improvements to our factory. For example, three years ago, when calculating the return on investment of a machine we wanted to buy, we realized that by using our Capital One Spark Card to buy it we could get the return on investment we were after. So, we bought the machine and in hindsight it turned out to be a great decision. Our Capital One Card has also done more for our company than just give us cash back rewards. Our card's strong fraud protection gives us piece of mind to use the card when buying from new vendors and our card also saves us money by coming with rental car insurance. As we continue growing, we look forward to having Capital One Spark Card by our side. Thank you Capital One. You have a Barking fan for life."

For more information about The Capital One® Power of 2 Contest, please visit <https://powerof2.capitalone.com/>.

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