

**FOR IMMEDIATE RELEASE**

**Baker Creative Goes to the Dogs... Cats and Pet-Lovers  
Local Agency Announces New Client – Columbus-Based Moochie and Co., Inc.**

**Columbus, Ohio, May 26, 2006** – Columbus marketing communications firm Baker Creative announced today its new client partnership with Moochie and Co., Inc., a boutique store offering specialty gifts and products for pets and their owners.

The agency began plans in April for an advertising and public relations program to introduce Moochie and Co. to new markets across the state and nationwide.

“This account is a great fit for our company,” said Michele Baker, Creative Director at Baker Creative. “As artists, marketers and business people, we are uniquely qualified to introduce this hip and trendy company to its target markets. We’ll help their new customers connect to the Moochie and Co. brand by sharing a compelling and visual story.”

President and Founder of Moochie and Co. Mike Dagne said the decision to hire Baker Creative was a natural one. “We are a small company and don’t have the personnel and resources in-house that we need for this kind of program,” Dagne said. “We needed someone to come up with a comprehensive marketing plan; someone to come up with the ideas and to manage the process as well.”

**About Moochie and Co.**

Moochie and Co. Inc. was founded in Columbus in 2004 and currently operates stores at The Mall at Tuttle Crossing and Easton Town Center. The boutique sells gifts, toys, treats, apparel, accessories, neckwear, dinnerware, carriers, beds and health and beauty products for dogs, cats and the people who love them. Visit [www.moochieandco.com](http://www.moochieandco.com) for more information.

**About Baker Creative**

Baker Creative brings 16 years of marketing communications and management to the Columbus market, providing advertising, public relations and Web-based solutions to a variety of consumer and business-to-business clients nationally. For more information and samples of work, visit [www.baker-creative.com](http://www.baker-creative.com).

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