

FOR IMMEDIATE RELEASE



Bow Wow Labs, Inc. Achieves \$500,000 Raised in Wefunder Crowdfunding Campaign and Adds New Lead Investor Darryl McCall

Campaign will help Increase Pet Safety, Wellness and Innovation by Building a Global Community of People that Embrace Bow Wow Labs' *Epic* Mission and Growth

NOVATO, CA. (April 30, 2023) — Bow Wow Labs, Inc., inventors of the life-protecting Bow Wow Buddy™ and innovators of unique pet products that help keep pets safe, healthy and happy, has reached a major milestone of \$500K raised through their crowdfunding campaign on [Wefunder](#) and announces the addition new Lead Investor, Darryl McCall.

This \$500K milestone brings Bow Wow Labs even closer to achieving future goals that include saving more pet lives with safety solutions like the award-winning life protecting Bow Wow Buddy as well as launching the next generation of long-term chews for dogs - the Epic Chew - in Summer 2023.

Leading these investments and growth, is Darryl McCall, independent director for Parts iD, following the successful merger of Legacy Acquisition Corp, and brings to the table over 30+ years of in depth and varied experience with Proctor & Gamble. McCall not only brings \$200K in equity to the lucrative campaign, but will direct the voting power of all Wefunder investors and can take other actions on behalf of investors.

And there is STILL time to be a part of this monumental growth and expansion. Click [HERE](#) to learn more about the campaign, see what investors have to say and ask Bow Wow Labs' CEO a question.

Bow Wow Labs had its first crowdfunding experience in 2018 with Kickstarter, where it earned a spot among the top 10 of 600 pet companies of the ten-year period ending with 2018. This successful campaign introduced the Bully Buddy (the predecessor of today's Bow Wow Buddy™) to thousands of loyal customers and served as an important validation of the concept. Bow Wow Labs' current Wefunder campaign is different because it is an equity crowdfunding campaign, allowing individual people the opportunity to invest in the company.

Rarely does an individual get the opportunity to invest at this stage of growth of what is clearly a "hot startup." This campaign will provide the capital to fuel even faster growth and enable the company to launch two exciting, innovative new products that pets will love and that will further the company's core mission of pet health and wellness.

With a mission dedicated to pet health and safety, award-winning Bow Wow Labs is best known for its Bow Wow Buddy. The Bow Wow Buddy safety device is easy-to-use, life-protecting, veterinarian-approved and dog-loved. Each Bow Wow Buddy tightly secures bully sticks and other long-term chews (a \$1B segment of the pet product market), helping to prevent dogs from choking and to eliminate the potential risk for obstruction on the tail-end of the treat.

Michael London, Chief Executive Officer of Bow Wow Labs explains, “We are honored for Darryl McCall to join Bow Wow Labs as the Lead Investor for our Wefunder campaign. With Darryl bringing his global CPG experience and investor experience and coming on-board as our Wefunder campaign’s Lead Investor is hitting a grand slam homerun. His expertise and support is an astonishing addition to a small company like ours. Bow Wow Labs is entering a new phase of growth, yet our goal of combining our foundational mission dedicated to pet health and safety with innovative products that solve real problems in a fast-growing market led by a world-class team of experts that will execute our great plan remains the same.”

“Bow Wow Labs team’s infectious passion for the brand, and their years of experience in both successful start-ups and big CPG companies. Bow Wow Labs have quickly become leaders in building a multi-products, multi-services platform to keep dogs safe and healthy with the initial focus of redressing the common problem of choking in dogs. From my experience in Proctor & Gamble, I’ve learned that satisfying an unmet need requires product innovations, understanding of habits and uses, a well-defined target audience, and availability of products and services. I feel passionately that choke prevention is a unique unmet need.” states Darryl McCall Lead Investor for Bow Wow Labs’ WeFunder Campaign. “The brand, though early in its life cycle, is planning to reach beyond commercial viability to connect concerned pet lovers with dogs in need at shelters and recovery centers. As an investor, I’m excited that the market is taking notice of Bow Wow Labs and early commercial contracts are propelling growth and I am excited to have the opportunity to become an early investor. Moreover, the platform has broader potential and is scalable beyond dogs.”

To find out more about this crowdfunding campaign* and opportunity, please visit <https://wefunder.com/bowwowlabs>. For more information about the award-winning company and its growing line of product-innovations, please visit www.bowwowlabs.com.

ASSETS:

Bow Wow Labs Logo - [HERE](#)

Darryl McCall-Headshot-[HERE](#)

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About Bow Wow Labs: Bow Wow Labs, Inc. (BWL) is the maker of innovative products that help to keep dogs safe, healthy, and happy. BWL is best-known for the life-protecting Bow Wow Buddy along with its line of Safe Fit™ Bully Sticks, which have had great success since launching in 2018. Safe Fit™ Bully Sticks are made from fresh, 100% grass-fed cattle, free of chemicals and hormones. With a growing line of nutritious dog treats and chews, BWL has

many more new products and innovation on the horizon! Learn more at:
[https://bowwowlabs.com/.](https://bowwowlabs.com/)

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