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Tricycle Studios Launches Pet Life TV on the Web
Pawsitively the best new show celebrating the bond between people and pets

Tampa, FL - February 16, 2009 - Whether they bark, purr, chirp or croak, our favorite animals are more than our pets; they're a member of the family and an active part of our lives. To celebrate that human-animal bond, Tricycle Studios, a digital media content producer, specializing in high-impact entertainment and marketing, is launching Pet Life TV on the Web today.

Pet Life TV celebrates the human-animal bond by exploring lifestyles, health and wellness trends, the latest products and services, and the many ways pets can live a great life alongside the people who accompany them on their adventures.

In each webisode, our host, Kristen Levine, takes viewers on a journey to discover the irreverent, rewarding and often surprising stories that are unique to the pet life experience.

"In America today, 83% of dog owners refer to themselves as their pet's 'mommy' or 'daddy'*. I think that statistic alone shows that we've moved to a new level in our relationships with our animals. They are truly a part of our lives." said Levine, a pet lifestyle expert for more than 20 years, who is currently a mom to one dog, one cat, two miniature donkeys and four goats.

"Pet Life TV is designed to honor that connection we have with our pets, and to help people find new ways to interact with and care for their furry, feathered, or scale-covered best friends." she said.

The first nine webisodes showcase the best that the pet lifestyle has to offer, from the tiniest desk pets and most beautiful birds, to stylish pet fashions and smart food for Fido. Webisodes in the first season include:

- **"Trendiest Tails in Town"**
Fashion and products for your dog or cat to be furry and fabulous!
- **"The Tweet Life"**
All you need to know about your favorite-feathered friend.
- **"Paws-itively Healthy Pet Food"**
All green treats, toys, pest control and more for your all-natural pet.

Shot and produced entirely in High Definition, Pet Life TV webisodes can be found at www.petlifetv.com. This content-rich Web site compliments each episode with short, fun and informative articles, exciting pet product showcases, fun pet facts, cool things to do for, and with, your pet, plus much more.

Pet Life TV is available in a wide variety of formats to meet the needs of viewers. With webisodes designed for any stream to any screen, Pet Life TV can deliver its media experience across multiple devices including video-on-demand, streaming Internet television and podcast subscriptions. Other media include full-length HD programs, one-minute daytime news vignettes and syndicated radio shows.

In the past 10 years, pet spending has more than doubled and is expected to hit over \$50 billion by the end of the decade. Pet Life TV targets the coveted 18 - 54 demographic, however, the content and delivery platforms are diverse enough to appeal to a much wider range of people and the pets they love.

Tricycle Studios is actively seeking advertising, sponsorship and distribution partners for the Pet Life TV package.

Pet Life TV is produced, copyrighted and owned by:

tricycle studios

A digital media content company that creates high-impact entertainment, education and marketing experiences that are meaningful and fun. For more information contact us at: info@petlifetv.com

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Pet Life TV - Celebrating the quirky and often eccentric human-animal bond.

High resolution images are available upon request.

* Sources: American Pet Products Manufacturers Association Pet Owners Survey 2007-2008; U.S. Census Bureau.

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