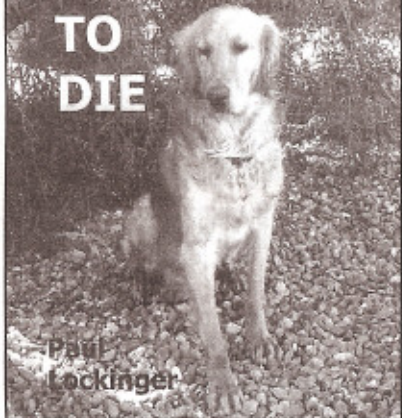


THE PUPPY WHO REFUSED TO DIE



Publisher Aides Animal Rescue

Florian Valentine Publishing of Mesa recently launched a fundraising program to aide animal rescue organizations, where the publisher will donate a portion of sales from its web site to participating organizations. The launch of this fundraising program was made possible by securing the rights to a newly released book by Mesa resident Paul Lockinger.

Lockinger's book, "The Puppy Who Refused To Die," is a touching story about a golden retriever named Green who was saved by an Arizona animal rescue group.

It is also the story of the volunteers, of the other puppies that survived and those that perished. The story is told by Green with the help of Lockinger, his foster/forever dad, and written with the intent of spreading the word of rescue, the perils of puppy mills, and to help all interested rescue groups in the U.S. raise much-needed funds.

Florian Valentine Publishing is actively seeking animal rescue organizations throughout the U.S. to join its fundraising program; it costs nothing to participate. Interested organizations can obtain more information and an application on the publisher's web site, www.florianvalentine.com.

In addition to this Internet-based program, the publisher is currently working out details to allow participating rescue organizations to purchase items for resale at a substantial discount. Final details of the resale program will be e-mailed to participating organizations and made available on the publisher's web site.