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NEW TECHNOLOGY FOR THE NEW YEAR DOCKDOGS LAUNCHING STATE OF THE ART ONLINE REGISTRATION SYSTEM

Medina OH, January 5, 2012: DockDogs® management team has spent the last couple of months focusing on the future and how to streamline their business operations. One of many steps is the plan for exciting improvements in technology and information management. This will benefit the entire DockDogs® community, and has been taking shape quite well. Substantial investments have been made and new state of the art systems are about to launch.

"Electronic Registration System" or "ERS" are terms that have been used quite often lately around the DockDogs® community, and for good reason. DockDogs® as an organization has contracted with one of the industries leading software development companies, Web App Express, based in Berea, Ohio, to develop a state of the art online registration system for the benefit of the DockDogs® community and they will be introducing it very soon.

"The beta testing phase of the development demonstrated just how efficient and beneficial this new ERS will be to the DockDogs® organization and to our competitors and community as whole," states Grant Reeves, C.E.O. of DockDogs® Inc. "We took all of the challenges and issues we experienced over the last few years and conveyed them to the Web App Express Team in the early planning stages. They took all this information into account and have developed this new on-line system with the latest and greatest code and technology, and at the same time, they have left it open for revisions and additions as we continue to grow." Reeves continued to explain, "In the technology world we live in today, most companies are striving to be paperless, and this is our first big and next natural step in that direction. At the same time, we needed to find a way to cut cost and streamline the handling of the mass amounts of data we process each and every day. After research and review over the past three years, we believe we have found the right company and we now have the right system for us. While change and improvements can result in the creation of a new environment for us as a community to work through, we are excited about the results we are already experiencing at the management level with this change."

"At Web App Express Ltd., we help companies of all sizes - from small businesses to large global corporations - design, develop, and deploy custom-fit software applications that tackle real world business challenges. DockDogs® is a terrific organization. We are thrilled to have the opportunity to work with their management team on the development of this new Electronic Registration System. We believe it is going to be a terrific step forward that will benefit the entire DockDogs® community," says Tom Simon, President of Web App Express Ltd.

Highlights of this new ERS include;

- The new MYDOCKDOGS HANDLER PORTAL
- "Confidential" Unique Handler Numbers, which consolidates past and present team numbers under one ERS ID number.
- Upcoming Events – List of upcoming events including Event Information details right in your own handler portal.
- Handler Activation – Activate your DockDogs® Worldwide Membership electronically.

- Household Activation – If you have multiple dogs and/or Handlers in your household this is where you want to go to activate your Household Memberships. (Discounted Rates)
- My Event Registrations – This displays which events & waves you are registered for in the ERS.
- My Teams – Here you'll find a list of all of the dogs that you have ever competed with in DockDogs®. You can also add new dogs and update dog information here.
- My Profile – you can view & update your Handler profile here as needed, helping us keep your information current. **DockDogs® Credits balance** is displayed at the bottom of this page and they are now redeemable through the ERS.

Another big benefit to the new ERS is the ability for direct channels of communication. For example: If a DockDogs® Affiliated Club or Sanctioned Facility have a special message or offering to distribute, it can be done through the ERS. Another unique feature is the Early Bird Online Registration module. If you are a member of an affiliated Club and that Club chooses for their event(s) to provide its members with an opportunity to register before the rest of the DockDogs® community or general public, then all they have to do is distribute to its membership a special code and the ERS will extend a closed registration period for them specifically. The same will be provided for the National and Worldwide hosted events, in-that DockDogs worldwide members will be given a closed opportunity to register before the general public for most events.

DockDogs® is excited about the launch of their new ERS and what it has to offer, and they anticipate that you will too. This is just one of many new developments and implementations DockDogs® as an organization will be introducing over the coming months. Stay tuned to www.dockdogs.com for more information and updates.

Hope to see you on the dock soon and remember 2012 will be another great year for... more jumps... more fun!!!

DockDogs® is the independent governing and sanctioning body for regional, national and international dock jumping™ canine aquatic performance sports. DockDogs® establishes the rules and standards of the sport, tracks results and records, and supports and promotes the growth of its athletes, events, spectators, and sponsors. For additional information visit www.dockdogs.com

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