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VANCOUVER BRAND IN HOLLYWOOD MOMS' MOTHERS DAY GIFT BASKETS.

TheFleasKneesTees celebrates the joys of dog-motherhood.

VANCOUVER – May 6, 2008 – Hollywood moms like Angelina Jolie, Jennifer Lopez, Cate Blanchett, Halle Berry, and Naomi Watts are being honoured this week for their commitment to juggling motherhood and a demanding career. But one local company is proving that motherhood can also mean being a good dog-mom. Vancouver's TheFleasKneesTees – specifically their sassy tee *DogMom: The new milf* – was among the roster of hot brands approached by lauded celebrity gift-giving firm Distinctive Assets. Credited with creating the what's-hot-now swag bags at Hollywood's most esteemed award shows, LA's Distinctive Assets compiled a host of unique mom-related gifts for a select group of A-list mamas.

But what's being a dog lover got to do with Mothers Day? According to TheFleasKneesTees founder Mary-Jo Dionne: A lot. "More than ever dogs are considered family members. And often, the way we treat our pets is the first lesson we give children in the importance of taking care of someone other than ourselves. So to be included in Distinctive Assets' Mothers Day baskets feels like a really important fit for us. We're thrilled about it."

Individually hand-screenprinted in silver foiling, the 100% pima cotton tees – available in black or white – accompany the following sampling of some of the impressive brands in every Mothers Day basket: Go Gaga, Time Too, Paper Shouts, Healthy Chocolate, Little Miss Jewels, Play Couture, The Blue Monkey Baby Emporium, Baby Moon Botanicals, To Go Brands, First Juice, Bug Band, Adrienne Merrill Designs, and New Balance.

For more information about TheFleasKnees, visit <http://www.thefleaskneestees.com/>

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