

Inventor's PetroSexual® Products Chosen for "Obama Puppy Gift Box"

PetroSexual® brand products (www.PetroSexualOnline.com) by Cincinnati Entrepreneur/Inventor Marianne K. Buttner will be gifted to President Obama and the First Family in a ceremony this month celebrating the arrival of the "First Puppy" at the White House. The special event has been organized by WOW! Creations, the L.A.-based media company that specializes in creating celebrity and VIP swag bags filled with high-end consumer products. The First Family will receive Marianne K. Buttner, LLC's signature "PetroSexual & Proud!" printed doggie t-shirts and a gift certificate for the PetroSexual® core product, a custom CHANGE IT UP![™] Pet Carrier with interchangeable exterior designs. The inspiration behind the CHANGE IT UP! is Buttner's toy poodle named Gizmo, who is the company's C.E.O. (Canine Executive Officer).

Cincinnati, OH (PRWEB) April 14, 2009 -- *PetroSexual® brand products* (www.PetroSexualOnline.com) by Cincinnati Entrepreneur/Inventor Marianne K. Buttner will be gifted to President Obama and the First Family in a ceremony this month celebrating the arrival of the "First Puppy" at the White House. The special event has been organized by WOW! Creations, the L.A.-based media company that specializes in creating celebrity and VIP swag bags filled with high-end consumer products. The First Family will receive Marianne K. Buttner, LLC's signature "PetroSexual & Proud!" printed doggie t-shirts and a gift certificate for the PetroSexual® core product, a custom CHANGE IT UP![™] Pet Carrier with interchangeable exterior designs. The inspiration behind the CHANGE IT UP! is Buttner's toy poodle named Gizmo, who is the company's C.E.O. (Canine Executive Officer).

The PetroSexual registered trademark celebrates the human/animal bond, and its tag line, "Nothing is too good for your fur baby!" expresses the depth of that bond. The "PetroSexual & Proud!" doggie t-shirt represents the playful side of the branding. Marianne K. Buttner, LLC is among 15 companies chosen from over 200 pet product companies considered for participation in the special First Puppy event.

"I am thrilled about my company's participation in such a high-profile national event and truly honored that my products will be presented to the First Family," says Buttner. As part of the national publicity being handled by WOW! Creations, information about the "First Puppy Gift Box" event will be posted for two weeks on the online version of "In Touch Weekly Magazine," the well-known publication covering celebrities. WOW!'s swag bags have appeared at the Oscars, MTV Video Music Awards, Cannes Film Festival, the Emmy Awards, etc.

The CHANGE IT UP![™] concept is one pet carrier with multiple looks achieved by attaching interchangeable designs called Coverlets to the exterior of a carrier. The product invention was presented at the 2007 Cincinnati Inventors Fair. For people and pets on the go, the CHANGE IT UP! makes pet carriers a lot more fun and interesting and transforms ordinary carriers into "where did you get that traffic stoppers!" A collection of exclusive, high quality, artful, Coverlet designs enables pet owners to express their personalities and that of their pets and coordinate the look of their carrier with their wardrobe.

A video demonstration of the product can be viewed on the company's website www.petrosexualonline.com. The interchangeable designs can be adapted to work with purse-like carriers, wheeled luggage-type carriers and



stroller carriers.

The CHANGE IT UP! is the first of several new product inventions the company plans to bring to market. Marianne K. Buttner, LLC is presently a custom business. It plans to develop ready-made lines for its pet carriers and fashion products as well and is seeking partnerships with quality manufacturers.

Buttner has a marketing and financial background and worked for advertising agencies in New York, Dallas and Boston. She is a visual artist and has won awards for her works in juried competitions. Now she focuses her artistic talents on creating interchangeable Coverlet designs and pet fashions. She serves on the Board of the Inventor's Council of Cincinnati and is a member of eWomen Network.

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