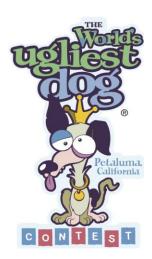


NEWS RELEASE

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Quasi Modo Earns World's Ugliest Dog Title

Quasi Modo a short-spined dog from Loxahatcheee, Florida, has taken the much coveted title of the World's Ugliest Dog® against a field of 26 other candidates. After much deliberation, worthy of a national beauty contest, and tabulation by an independent auditor, Quasi Modo, who looks like a hyena to some, was selected because he

"epitomized excellence in ugliness" according to Chief Judge Brian Sobel. The Spirit Award was presented to Precious for her community service visiting disabled veterans along.

More than 500 spectators clapped and cheered as the 27 underdogs proudly walked the red carpet and strutted their stuff across the stage. Pork even sported a bright blue mani-pedi. Cameras flashed and video rolled as international press recorded the evening's events.

You might think that all these homely hounds are Heinz 57 mutts, however pedigreed pooches took their share of the spotlight. "We aren't interested in lineage, it's the inner beauty and personality that shine in our World's Ugliest Dog® Contest," said Karen Spencer, Sonoma-Marin Fair marketing director.

The judges score the dogs on their first impression, unusual attributes, natural ugliness (cannot have been altered for purposes of the contest), personality and audience impression.

A good many of the contestant dogs have been rescued from shelters and puppy mills and the Contest has done much to raise awareness for adoption of dogs and how no matter their physical detractions, these animals are loving companions. And the dogs certainly seem to enjoy the adoration of the fans!

Quasi's owner will take home a check for \$1500 with smaller cash prizes and gifts from Paradise Pet Resort going to the runners up winners. Following the contest, he will be whisked off to San Francisco and New York on a media tour followed by a makeover on Jimmy Kimmel Live.

MEDIA ONLY: Please contact eventpublicity@icloud.com for video.