



**Small Dog  
Electronics**  
*Always By Your Side*

**FOR IMMEDIATE RELEASE**

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**SMALL DOG ELECTRONICS PRESSES THE  
“REFRESH” KEY**

**—How One Vermont Company Merges the Worlds of Local Communities  
and Commerce with Everything “E”—**

WAITSFIELD, VT – Small Dog Electronics has re-launched its website Smalldog.com with a fresh new look and a dramatically updated user interface. The new site features improved navigation, strict adherence to web standards, better accessibility to users with disabilities, and expanded community and social networking features. The new website merges the character of a local company with the product breadth and expertise of one of the world's leading Apple Specialists.

Carrying over 3,000 Mac and PC-related products, Small Dog Electronics dedicated much of its redesign efforts to a completely new website navigation system, including streamlined product organization and detailed product listings. A prominent search bar makes products easy to find, and contact information for human support is clearly posted on every webpage.

Going beyond traditional e-commerce, Smalldog.com has newly integrated and expanded social features. Daily blog posts with an extensive commenting section, a YouTube channel, Podcasts, RSS Feeds, Flickr Photostream and Facebook and Myspace pages allow customers and friends to participate in Small Dog Electronics' expanding

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network of Mac users. Additionally, customers are encouraged to post comments, questions, and product reviews throughout the site. Live video streams ("DogCams") allow far-flung customers to observe Small Dog's retail stores and headquarters in the Mad River Valley. And living up to the company name, dog owners can become "Dog Friends" by submitting photos and stories about their dogs, which in turn can become the Dog Friend of the Day. Over 3,000 dogs are already listed.

"We've always strived to make Small Dog Electronics the friendly neighborhood store on the internet with our combination of great values, community, fun and of course, the dogs," said Don Mayer, Founder and CEO of Small Dog Electronics.

The new website has already seen a dramatic spike in traffic, page views and sales. User feedback has been overwhelmingly positive, and has also provided Small Dog Electronics with new ideas for continued website additions and enhancements.

Small Dog Electronics is proving that a retail website can be more than simply a vehicle for sales. Find out if you agree by visiting their new website at [www.smalldog.com](http://www.smalldog.com).

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Small Dog Electronics, New England's top Apple Specialist and reseller and the third largest Apple specialist in the US, was founded in 1995 by the father and son team of Don and Hapy Mayer. Small Dog is a socially and environmentally responsible company and employer. For more information about Small Dog Electronics, and its product line of Apple computers, peripherals, iPods, software, and printers, visit their website at [www.smalldog.com](http://www.smalldog.com).