

NEWS RELEASE

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TELEMARK PRODUCTIONS ANNOUNCES RELEASE OF TELEMARK'S GUIDE TO DOGS V.2.0, CD-ROM

A comprehensive and entertaining dog lover's resource

RICHMOND, Calif., September 15, 2003 – Telemark Productions, an independent developer of multimedia software, today announced the release of *Telemark's Guide to Dogs v.2.0*, CD-ROM. The original *Telemark's Guide to Dogs* won a Silver Apple Award in the 1997 National Educational Media Network Competition.

“We’re very excited about this software because it helps people choose a compatible breed and learn the basics of training and care, so they can develop a positive, lifelong relationship with their dog,” said Ellen Brodsky, President, Telemark Productions. “Thousands of dogs are sent to the pound each year because people choose a breed based on looks, or because they don’t know how to prevent or solve common problems. To meet this need in an interactive and engaging format, we developed *Telemark's Guide to Dogs* with the help of over 200 dog experts.”

Telemark's Guide to Dogs has many entertaining, informative, and interactive features, and an abundance of resource material to explore. The Breed Selector accurately recommends the best breeds for anyone’s lifestyle and then links to the Breed Profiles so users can find out more. The Breed Comparer displays detailed characteristics of any two breeds side-by-side. And with over 300 Web links to dog-related sites, people can connect directly to national breed clubs and other dog organizations to get breeder referrals and more information.

But *Telemark's Guide to Dogs* offers much more than just breed selection. Users can test their knowledge by playing two new Guessing Games, where they see a photo of either a puppy

or an adult dog and try to guess the breed. Each game has several levels of difficulty. The new simplified interface of Version 2.0 lets people use familiar Internet browser software to access the CD-ROM's 168 breed profiles, 60 articles about care, training, activities, and other topics, 250+ color photos, and 20 movies and slideshows. There is also a Search feature so people can find what they're looking for quickly and easily.

“Though it's not specifically developed for children, I've seen them spend hours happily playing with this product, learning as they go,” says Ms. Brodsky.

Telemark's Guide to Dogs runs on both Windows® and Macintosh® computers and is available at www.telemarkprod.com for \$12.99. It is compatible with most systems, but users must have an Internet browser to run the product. The company is currently seeking retail distribution and marketing partners for promotions.

About Telemark Productions

Founded in 1994, Telemark Productions designs and creates easy to use, high quality multimedia software products. More information about Telemark Productions can be found at www.telemarkprod.com.