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FOR IMMEDIATE RELEASE

Cesar's Way, Inc.
Partners with Product Innovation Consultant Eric Paul Rose, NPDP, MBA

Tarzana, CA (August 29, 2013) – Cesar's Way recently partnered with product innovation and management consultant Eric P. Rose, NPDP, MBA, to advise on a pet related product development project. Mr. Rose, who is the President and Founder of Pinnacle Product Innovation—a company that specializes in product innovation services—provided creative solutions to solve tough problems balancing innovative design and product cost.

Erick Millan, Creative Director of Cesar's Way, Inc., cited Mr. Rose's work by saying, "I was impressed by what he could bring to Cesar's Way. . . . I found Mr. Rose to be a good listener and very professional in his work. I look forward to working with him again." Erick Millan's full testimonial is available at, <http://bit.ly/1aISYXB>.

Cesar's Way.com is the #1 online resource for help and advice with dog training and behavior issues. World-renowned dog behaviorist Cesar Millan, star of "Leader of the Pack" and "Dog Whisperer," is dedicated to helping dogs and their owners achieve balance and harmony. Cesar's Way provides resources and high-quality training products to assist owners in achieving confidence and control. Mr. Rose advised Cesar's Way on a new product innovation aimed at improving the experience of dogs and their owners in social situations.

Mr. Rose commented, "When 'Dog Whisperer' first aired in 2004, it was met with a tremendous response. Cesar's Way has helped dog owners bring the success of Millan's training into their lives. The company's new product innovation that we partnered on promises to offer dogs and their owners an exceptional social experience."

In addition to his work with Millan, Mr. Rose has provided product innovation services to companies in a variety of industries—including housewares, infant products, toys, hardware, medical devices, health and wellness, sporting goods, and pet products. Mr. Rose helps clients move new products from market opportunity into marketplace reality through the cycles of product research, development, commercialization, manufacturing, distribution, and licensing.

About Eric Paul Rose

ERIC PAUL ROSE, NPDP, MBA is a product innovation and management consultant who provides services to entrepreneurs and established companies. Mr. Rose has over 30 years' experience in product innovation, product development, commercialization, and project management. He has worked with companies ranging from startups through Fortune 500 firms. Mr. Rose is an Adjunct Professor of Product Innovation in Pepperdine University's MBA program, and serves as President Emeritus and Co-Founder of the Product Development and Management Association, Los Angeles Chapter (PDMA-LA). For more information, visit www.ericpaulrose.com, call (818) 383-8330, or email eric@ericpaulrose.com.

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