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PetSmart and Bernstein-Rein Bring Martha Stewart Pets™ to the Screen

Martha Stewart Pets Commercial to Air Nationwide Beginning July 26

Kansas City, Mo. – Bernstein-Rein (BR), a national advertising agency, has produced a campaign for PetSmart's new line of products, Martha Stewart Pets™. The campaign includes television, radio and print advertising and in-store signage.

The spot is a whimsical take on Martha Stewart's personal high standards for style, quality and innovation, and was inspired by the fact that she and her dogs fun-tested every product in the line. It also features an enthusiastic PetSmart associate and Martha's three real-life dogs, Francesca, Sharkey and Ghenghis Khan, who are known to Martha fans from their own blog "The Daily Wag" and their many appearances on *The Martha Stewart Show*, www.marthastewart.com and in Martha Stewart's various magazines. The commercial will begin airing on TV on July 26.

Robin Marino, President and CEO of Merchandising, Martha Stewart Living Omnimedia, said, "BR did a terrific job with this ad campaign, which captures Martha's dedication to pets and our commitment to offering beautiful, high-quality products for them. The campaign also reflects the breadth of the Martha Stewart Pets™ product line at PetSmart."

Steve Bernstein, president of Bernstein-Rein, remarked, "It's a great opportunity to assist our PetSmart partner in launching this fantastic new line of products. Combining Martha's commitment to quality pet products with PetSmart's great reach and customer base gives BR a fantastic platform to display all the best that these two brands have to offer."

The commercial is available for viewing at [BR's showcase site](#).

The Martha Stewart Pets™ line is available exclusively at PetSmart stores and petsmart.com.

When asked about working with BR and Martha Stewart, Emmy-nominated actor/director Peter Berg said, "Everyone at BR and Martha Stewart was professional and fun. Shooting this commercial was one of the best experiences I have had."

About Bernstein-Rein:

Grounded in the agency philosophy of "Be Real," Bernstein-Rein is the agency and marketing partner that provides real consumer insights, real brand differentiation that inspires consumers to act, and real results for its clients. Established in 1964, Bernstein-Rein was named one of the top 10 branding agencies of 2009 by *Advertising Age*. Go to bernsteinrein.com to see a list of clients and award-winning work.

About PetSmart

PetSmart, Inc. is the largest specialty pet retailer of services and solutions for the lifetime needs of pets. The company employs approximately 45,000 associates and operates more than 1,160 pet stores in the United States and Canada, 165 in-store PetSmart PetsHotel(R) cat and dog boarding facilities, and is a

leading online provider of pet supplies and pet care information (<http://www.petsmart.com>). PetSmart provides a broad range of competitively priced pet food and pet products; and offers complete pet training, pet grooming, pet boarding, PetSmart(R) Doggie Day Camp (SM) pet day care services and pet adoption services. Since 1994, PetSmart Charities, Inc., an independent 501(c)(3) non-profit animal welfare organization and the largest funder of animal welfare efforts in North America, has provided more than \$109 million in grants and programs benefiting animal welfare organizations. Through its in-store pet adoption partnership with PetSmart Charities(R), PetSmart has helped save the lives of more than 4 million pets.

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About Martha Stewart Living Omnimedia, Inc.

Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) is a diversified media and merchandising company, inspiring and engaging consumers with unique lifestyle content and distinctive products. The Publishing segment encompasses four magazines, including the company's flagship publication, *Martha Stewart Living*, periodic special issues and books. The marthastewart.com website provides consumers with instant access to MSLO's multimedia library, search and find capabilities, recipes, online workshops, community and personalization, as well as wedding-planning tools powered by WeddingWire and digital invitations with pingg.com. The Broadcasting segment produces such programming as the Emmy-winning daily, nationally syndicated television series, "The Martha Stewart Show," and Martha Stewart Living Radio on SIRIUS channel 112 and XM Radio 157. In addition to its media properties, MSLO offers high-quality Martha Stewart products through licensing agreements with carefully selected companies, including the *Martha Stewart Collection* exclusively at Macy's, the *Martha Stewart Living* line of home-improvement products at The Home Depot, *Martha Stewart Crafts* with EK Success at Michaels and independent retailers, the *Martha Stewart Pets* line at PetSmart and more. In 2008, Emeril Lagasse joined the Martha Stewart family of brands; MSLO acquired the assets related to Lagasse's media and merchandising business, including television programming, cookbooks, and emerils.com website and his licensed kitchen and food products. For additional information about MSLO, visit www.marthastewart.com.

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