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JSPPM

# Press Release

**JSPPM launches: Spirit Klip, Show Your Spirit Every Wear, featuring the University of Texas Longhorn licensed by the University of Texas Co-op.**

**Lago Vista, TX February 12, 2008:** Joell Sullivan-McNew Top Dog and Founder of JSPPM is honored to design the University of Texas Longhorn **Spirit Klip** for the University of Texas Co-op. The Longhorn **Spirit Klip** is made of metal and embellished with beautiful swarovski crystals of pink, clear or Texas orange with a crab claw hook that attaches to a zipper pull, pet collar, key chain, back pack and much more.

**JSPPM (Joell Sullivan Pet Product Marketing)** is the leading Pet Product Amenities specialist in the Hospitality Industry. Through partnering with the leading pet product manufacturers and designers to create and compliment branded and non branded pet friendly programs. [www.JSPPM.com](http://www.JSPPM.com).

**The University Co-op** was founded in 1896 by Dr. William J. Battle, a professor of the Greek language who later served as president of the university from 1914 to 1916. Disappointed with the services and high book prices charged by a privately owned bookstore on campus, Dr. Battle organized support for creating a bookstore like the Harvard Co-op that was an association owned by students, faculty, and staff to furnish books, supplies, and clothing at discounted prices to its members.

Today the University Co-op is the largest seller of used textbooks in the country and the most profitable independent college bookstore in the United States.

The University Co-op's mission is to advance the educational interests of the University. All the after-rebate profit (excluding a small portion set aside for reinvestment) of the Co-op is used to support university-related projects and activities. Moreover, the last few years the Co-op has given almost all of the UT schools and colleges a major grant for capital and other long-term projects, such as student lounges, career centers, and computer laboratories.

Since 2000, The Co-op has given over 30 million dollars to UT in the form of gifts, grants, rebates and royalties. [www.Universitycoop.com](http://www.Universitycoop.com)

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