



**FOR IMMEDIATE RELEASE**

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**BIG LOTS AND AMERICAN KENNEL CLUB TEAM UP FOR LAUNCH OF  
EXCLUSIVE DOG LINE**

Retailer strives to keep dogs happy and healthy with products including treats, collars and more

Columbus, Ohio (May 18, 2015) - Big Lots is proud to announce the launch of AKC® *Select*, an exclusive line of pet products featuring the American Kennel Club brand. This new premium line of merchandise, along with our current pet product offerings, will provide dog owners with an exceptional value when shopping Big Lots First.

"Dog lovers know dogs are part of the family," said Richard R. Chene, Executive Vice President, Chief Merchandising Officer. "We are excited to support the American Kennel Club, the leading authority on all things dogs, to offer our customer high-quality products and show her that she can depend on Big Lots for all of her dog's needs."

To celebrate the launch of AKC® *Select*, Big Lots created an online video campaign pairing cuddly puppies and adorable babies as they face off in the ultimate battle of cuteness. Each spot ends with a call for viewers to vote via #TeamDoggies or #TeamBabies on who won the cuteness battle: [www.youtube.com/biglots](http://www.youtube.com/biglots).

The AKC® *Select* line of products will feature a large range of dog toys and treats along with other dog accessories such as collars, leashes, beds and grooming supplies ranging in price from \$3.50 to \$15.00. The AKC® *Select* line is now available in Big Lots stores across the United States. For additional information or to view the product line, visit [www.BigLots.com/akc-select](http://www.BigLots.com/akc-select).

The American Kennel Club has long been the nation's leading not-for-profit organization dedicated to purebred dogs and is the largest purebred dog registry in the world. AKC is dedicated to promoting responsible dog ownership and enriching the lives of all dogs through its programs, events, and services.

**About Big Lots, Inc.**

Headquartered in Columbus, Ohio, Big Lots, Inc. (NYSE: BIG) is a unique, nontraditional, discount retailer operating 1,461 Big Lots stores in 48 states with product assortments in the merchandise categories of Food, Consumables, Furniture, Seasonal, Soft Home, Hard Home, and Electronics Accessories. Our vision is to be recognized for providing an outstanding shopping experience for our customers, valuing and developing our associates, and creating growth for our shareholders. For more information, visit [www.biglotsmedia.com](http://www.biglotsmedia.com)

**About the American Kennel Club**

Founded in 1884, the American Kennel Club is a not-for-profit organization which maintains the largest registry of purebred dogs in the world and oversees the sport of purebred dogs in the United States. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. Along with its more than 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. More than 22,000 competitions for AKC-registered purebred dogs are held under AKC rules and regulations each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, coonhound events, hunt tests, field and earthdog tests. Affiliate AKC organizations include the AKC Humane Fund, AKC Canine Health Foundation, AKC Reunite and the AKC Museum of the Dog. For more information, visit [www.akc.org](http://www.akc.org).

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