BARK Announces Participation in Two Upcoming Investor Conferences

NEW YORK– November 16, 2021 – The Original BARK Company ("BARK"), a leading global omni-channel brand for dogs, today announced that the Company will participate in two upcoming investor conferences.

- **Needham Consumer Tech/E-Commerce Conference**
  Date: Monday, November 22, 2021
  Virtual Fireside Chat Time: 11:00 AM Eastern Time

- **Wells Fargo TMT Summit**
  Date: Wednesday, December 1, 2021
  Virtual Fireside Chat Time: 10:00 AM Eastern Time

The presentations will be webcast live on the Company's Investor Relations website, https://investors.bark.co. An archived replay will be available approximately one day after the conclusion of the live events.

About BARK

BARK is the world's most dog-centric company, devoted to making dogs happy with the best products, services and content. BARK's dog-obsessed team applies its unique, data-driven understanding of what makes each dog special to design playstyle-specific toys, wildly satisfying treats, personalized meal plans and supplements, and dog-first experiences that foster the health and happiness of dogs everywhere. Founded in 2012, BARK loyally serves dogs nationwide with themed toys and treats subscriptions, BarkBox and BARK Super Chewer; custom product collections through its retail partner network, including Target and Amazon; its high-quality, personalized nutrition and meal plans with BARK Eats; and health and wellness products that meet dogs' needs with BARK Bright. At BARK, we want to make dogs as happy as they make us because dogs and humans are better together. Sniff around at bark.co for more information.

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