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## FOR IMMEDIATE RELEASE

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## **FETCH! Pet Care™ Realizes 241% Sales Growth as it Celebrates the Benchmark Launch into its 100<sup>th</sup> Franchise Territory**

*America's First and Only Franchised Pet Care Provider Announces an Astounding Array of Fiscal and Other Corporate Milestones that Mark the Rise of a New Franchise Category Amid a \$41 Billion Industry*

**BERKELEY, CA, August 7, 2007** – FETCH! Pet Care ([www.fetchpetcare.com](http://www.fetchpetcare.com)), America's largest and most sophisticated pet care franchise offering home-based professional pet sitting and dog walking services, today announced the benchmark launch of its 100<sup>th</sup> franchise territory. In aggregate, FETCH! Pet Care's unsurpassed network of more than 1,500 professional pet sitters – currently equating to approximately 20% of Pet Sitter International's entire industry membership base worldwide - now service more than 7,500 active clients throughout 1,200 cities and towns in 31 states across the U.S. To date, there are more than 17 additional FETCH! Pet Care franchises contracted to open later this year.

Aggressive corporate development strategies implemented in 2007 have proven fruitful for FETCH! Pet Care. The company now contracts an average of 5 to 10 new franchise locations monthly – growth that has resulted in 85% of 2006 gross sales having already been realized in first half of 2007 alone. Indeed, the rapidly proliferating company logged 241% gross sales growth in first half of 2007 as compared to first half of 2006, even after 2006 gross sales jumped 243% over that realized for 2005.

According to the American Pet Products Manufacturing Association (APPMA), the pet industry is the 7<sup>th</sup> largest retail industry in the U.S., surprisingly exceeding the jewelry, candy, toy and hardware industries. Approximately 63% of U.S. households, or 71 million homes, now own at least one pet, up from 64 million just five years ago. The result? Americans now spend a whopping \$41 billion on pets – “more than the gross domestic product of all but 64 countries in the world” according to reports - with annual spending expected to hit \$52 billion in the next two years, according to consumer research company Packaged Facts.

After consumer electronics, pet care is the fastest growing category in retail, expanding about 6% a year. APPMA's findings that only 19% of owners bring their pets along with them when traveling, and a mere 5% take their pets to work each day, bode well for FETCH! Pet Care's network of franchisees, who are capitalizing on a unique opportunity to combine their love of animals with a proven, turnkey home-based business for one of the lowest capital investments in the franchise industry today.

“With these converging milestones, our franchise business model has been proven successful and our approach to pet care has been validated,” said FETCH! Pet Care founder and CEO Paul Mann. “These accomplishments exemplify that we are succeeding in our mission to build a true nationwide network of readily available, professional pet sitters, while concurrently establishing FETCH! Pet Care as ‘the’ go-to pet care service provider brand for pet owners everywhere.”

Earlier this year FETCH! Pet Care launched a comprehensive initiative to form strategic national and localized affiliate partnerships in a selection of specialized industries, including corporations, veterinarians, groomers, pet stores, realtors, and travel agencies, as well as pet friendly hotels, resorts, concierge services, apartment buildings, and condominium associations, for whom the lack of reliable pet care for its customers and employees presents specific business challenges and is limiting their revenue potential. FETCH! Pet Care has created key relationships with regional divisions or locations of a variety of Fortune 500 companies in the banking, hospitality, pet care and manufacturing sectors.

To assure accelerated growth for its affiliate partnership program and the brand overall, FETCH! Pet Care recently hired Kari Miller, who will serve as the company's vice president of business development. In this capacity, Miller is charged with creating and managing strategic and affiliate partnerships that will help drive B2B vertical channel-based business to each FETCH! Pet Care franchise location throughout the United States. "I'm excited to be a part of this burgeoning, multi-billion dollar industry with infinite corporate and affiliate partnership potential, and a high degree of demand related thereto," Miller notes.

Other FETCH! Pet Care corporate development strategies have included partnering with FranGrowth Corporation ([www.frangrowth.com](http://www.frangrowth.com)), a division of Dynetech Corporation – among the nation's premier brand development companies – who provides strategic marketing, sales, event management and enterprise development services to accelerate FETCH! Pet Care's franchise expansion efforts. Earlier this year the company also signed a partnership agreement with Caregivers On Call ([www.caregiversoncall.com](http://www.caregiversoncall.com)), a nationally recognized provider of corporate employee benefits services, through which FETCH! Pet Care's services are promoted among Caregivers On Call's comprehensive suite of employer offerings currently utilized by more than 250,000 employees throughout the United States. This alliance marks the first time a pet care-related company has been formally inducted into a national employee benefits initiative.

FETCH! Pet Care provides pet owners with a range of services that meet their every need and budget, including boarding and daycare in the sitter's home, overnight sitting and daily visits in the client's home, private and group dog outings, pet taxiing, Go FETCH! four-legged fitness, yard pet waste removal, and miscellaneous home care. A free in-home consultation permits clients, pets and sitters to get pre-acquainted and address each pet's unique needs. To assure operational efficiencies, FETCH! Pet Care employs a sophisticated telephone dispatch system and advanced software that tracks assignments and delivers real-time electronic client order confirmations and automated sitter assignment reminders. In addition, each sitter undergoes a thorough criminal background check, references review, and training regimen, and each location is fully licensed, bonded and insured.

Consumers and interested business affiliates can reach FETCH! Pet Care through its Web site at [www.FetchPetCare.com](http://www.FetchPetCare.com) or via toll-free telephone at 1-866-FETCH-ME, where they simply enter their 5-digit zip code to be quickly connected to the FETCH! Pet Care office nearest them.

#### **About FETCH! Pet Care, Inc.**

Founded in 2002 and with over 1,200 service areas across the United States, FETCH! Pet Care is the pet sitting industry market leader - the new face of pet care in the 21<sup>st</sup> century. The company, which has been featured in *Small Business Opportunities* magazine's top 20 "Boom Businesses" to get into in 2007, named among *Pet Product News International's* "25 to Watch in 2007" and included in *Entrepreneur* magazine's coveted Franchise 500 list in January 2007, offers a humane alternative to kennel boarding by providing loving, in-home overnight and/or daily care to any kind of pet in the most professional and reliable manner possible. FETCH! Pet Care's carefully selected, screened and trained pet sitters and dog walkers, who are all pet owners themselves, have serviced over 7,500 clients this past year alone. For franchise information or to find a location near you, visit the company's Web site at [www.FetchPetCare.com](http://www.FetchPetCare.com) or call the corporate office at 1-866-FETCHME.

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